

MICHELLE BROWN

DIGITAL MEDIA MARKETER

Personal Profile

Designated as the local contact for all media relations. Led several multimedia marketing campaigns that resulted in increased sales and business awareness. Designed, created, and managed content across multiple communication platforms.

Certifications & Awards

- Bell Media Digital Strategist Award (2017)
- American Institution of Digital Marketing Award for Young Professionals (2015)
- Certified Marketing Manager, American Certification Institution (2013)

Contact Details

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Work Experience

Digital Marketing Strategist

Digital Studio Inc. • 2017 - Present

- Worked closely with the accounts team in creating strategies, meeting clients, and coordinating with the creatives team. I also did client presentations.

Digital Media Coordinator

Bell Media • 2013-2017

- Helped the teachers of the school with various tasks, such as taking care of the children, creating lesson plans, and doing some actual teaching.

Marketing Assistant

Cosette Media • 2010-2013

- Helped the teachers of the school with various tasks, such as taking care of the children, creating lesson plans, and doing some actual teaching.

Education

Cornell University

Graduate Certificate, Digital Media Marketing

- Relevant courses include: Google Analytics, Social Media Marketing, Social Media Auditing, and Competitor Analysis

Cornell University

B.A. in Communication Studies (2006-2010)

- Dean's List
- Honour Role
- Cumulative GPA: 4.1/4.4
- Relevant courses include: Advanced Document Design, Copywriting for the Web, Digital Merchandising, and Web Analytics