

# THERESSA HACKETT

94857 JAYSON RAMP, BOSTON, MA

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## PHONE

+1 (555) 590 1031

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## EXPERIENCE

### HAMMES GROUP

11/2019 – present

Detroit, MI // *Digital Media*

- Lead and manage the day-to-day delivery of marketing functions
- Supervise the work of assigned staff, including assigning and reviewing work, providing guidance, and conducting performance evaluations
- Regularly evaluate and assess marketing and promotional activities for all sports, including gameday elements and run-of-show, music, sponsorship fulfillment
- Work independently to create content for social media, videoboard and digital marketing collateral
- Coordinate and work closely with department video producers, graphic designers, and communications/social media managers to develop a compelling, creative and strategic social media content plan

### JENKINS, COLE AND REICHEL

05/2013 – 09/2019

Detroit, MI // *Digital Media*

- Media billing and reconciliation experience
- Strong communication both verbally and written/electronic
- Proficiency in SEO and local search
- Experience with Google Analytics/Google Tag Manager and/or other comparable consumer behavior-tracking package
- Knowledge of general consumer digital experience best practices
- Awareness of, and experience using (preferred), popular social media platforms
- Proficiency in writing reports for executive-level audiences
- Think creatively to solve complex problems

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## EDUCATION

### OREGON STATE UNIVERSITY

*Bachelor's in Marketing*

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## SKILLS

- Excellent written and verbal communication skills and a serious commitment to customer service
- Proficiency with MS Office (Outlook, Teams, Excel and Word)
- Strong customer service skills with both internal and external contacts
- Extensive knowledge of subject matter and course content of classes to be taught, instructional strategies and techniques
- Extensive knowledge of evaluation of instruction, curriculum development, program development and evaluation
- Knowledge of work experience programs (if appropriate for assignment)
- Effective human relations skills and communication techniques