

Experience

Digital Media – Kihn LLC, Detroit, MI

10/2018 – Present

- Familiar with various online creative formats (e.g., HTML5, Javascript, Flash, Rich Media) - Intermediate skills in HTML, familiarity with web coding concepts
- Highly numerate and analytical - top quality analytical and numerical skills and capable of making deductions and hypotheses from data sets
- Relentless in the pursuit of growth
- Effective communicator, able to tailor communication style within different settings (presentations, meetings, email, face to face) to different audiences
- Team Player, cares about others, able to build strong networks & relationships
- Own day-to-day operations & execution for CRM channel strategy, working with cross functional teams to develop CRM content calendars to support product launches, promotions, tentpole events, and lifecycle campaigns

Digital Media – Olson and Sons, Detroit, MI

06/2015 – 06/2018

- Work with Associate Manager to determine test & learn CRM strategy and reporting processes
- Pursuing studies related to marketing, communication, e-commerce
- Fluency in following identified languages for selected locations
- Identify and issue reports on emerging or urgent global topics & trends
- Other “digital marketing tasks” as requested
- Social media and Consumer electronics experience
- Core proficiency in Applicant Tracking System Management (e.g., SmartRecruiters, Workday)
- Effective networking, negotiation, and influencing skills
- Experience in design, photography, and other multi-media platform segments
- Excellent writing, editing, typing, interpersonal and verbal communication skills
- Proficient in Adobe Creative Suite including Photoshop, InDesign and After Effects

Education

Drexel University – Bachelor's in Marketing

Skills

- Use of software common in creative environments including the Adobe Creative Cloud suite
- Demonstrated proficiency in Adobe Creative Cloud Products, knowledgeable of interactive and 3D modeling software
- Proficiency in using technologies to develop and build course content and to perform classroom and administrative duties
- Understand the mission of Prairie View A&M University and be sensitive to the issues related to teaching a diverse student body
- Act as a category leader with internal business partners to synthesize overall digital marketing strategy and goal for company initiatives and campaigns, including Paid Search, SEO, Affiliate, Display, Online Video, Paid Social and Organic Social. Provide guidance, thought partnership and strategic direction