



PROFILE

Liliana Tuman

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WORK EXPERIENCE

Brand Consultant Pendleton, Inc.

06/2016 – 06/2019 ARLINGTON, VA, UNITED STATES

- Identified and communicated with potential clients, monitored media appearances, and worked on the development and implementation of a new brand strategy.
- Performed professional market research, monitored and analyzed competitors, and assisted in the management of multiple promotional activities.
- Interviewed, trained, and coordinated Marketing Interns, developed and reviewed communication materials, and represented the company at various events.
- Significantly increased the brand awareness and website traffic by 400% in one year and worked closely with colleagues from other departments.
- Pro-actively participated in weekly team meetings with managers and was Awarded Employee of the Month twice for performing great work.

EDUCATION

Public Relations & Advertising St. John's University

09/2012 – 05/2016 NEW YORK CITY, NY, UNITED STATES

GPA: 3.96 (Top 10% of the Program)

The 2015 Academic Excellence Award winner

Clubs and Societies: Business Club, European Society, FinTech Society

IB Diploma Program British International School of Cracow

09/2010 – 05/2012 CRACOW, POLAND

Graduated with Distinction (Grade 1 - A/excellent equivalent in all 6 subjects)

The 2012 Best Graduate Award winner

Activities: Debate Club, Golf Club, Political Society

SKILLS

LANGUAGES

Polish

Native

English

Full

Spanish

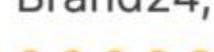
Elementary

COMPUTER SKILLS

Microsoft Office



Brand24, Bynder



Frontify, Falcon.io



HubSpot Marketing,
ActiveCampaign

