

# BETHEL MCDERMOTT

9007 HUDSON VILLAGES, BOSTON, MA

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## PHONE

+1 (555) 660 5909

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## EXPERIENCE

### **PREDOVIC AND SONS**

11/2020 – present

New York, NY // *Public Relations & Marketing*

- General classes, knowledge, or experience in public communications/public affairs and marketing
- At least a semester of experience using social media in an academic, internship, or professional setting
- Major in Communications, Journalism, Public Policy/Political Science, Business or Marketing
- Develop content for multiple communication channels
- Experience in driving PR in social media and crisis management
- Proficiency in project management and execution of PR campaigns
- Detail-oriented, highly organized

### **MCCLURE-LEHNER**

08/2013 – 08/2020

New York, NY // *Public Relations & Marketing*

- BS/BA in public relations, marketing, communications, journalism or relevant field
- Quality as job one
- Creative thinker who has demonstrated expertise recommending and advocating for new ideas and demonstrates ownership in their ideas to see them through implementation
- Organized and detail-oriented with strong planning and problem-solving experience
- Solid understanding of best practices in marketing strategy for successful engagement and possess strong social media skills

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## EDUCATION

### **MASSACHUSETTS COLLEGE OF ART**

*Bachelor's in Marketing*

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## SKILLS

- Eye for design with experience using photo editing software, email marketing tools, and design software
- Experience with digital marketing, customer relationship and marketing automation tools as well as web and content management tools, SEO, etc
- Experience using website content management systems and Google Analytics
- Committed to providing accurate information and high-quality work and persistent in researching content
- Adept at tracking and measuring success of communications campaigns and adjusting outreach efforts accordingly to maximize effectiveness of efforts
- Must be a rising junior, senior, or graduate student