



PROFILE

Innovative Digital Marketing Specialist with 3 years of experience in social media management, content marketing, and branding. Recognized for the ability to produce high-quality content and use digital marketing initiatives to increase brand awareness.

EDUCATION

BACHELORS IN ADVERTISING

2018-2020

GPA: 3.93

Pi Beta Phi Sorority

TECHNICAL SKILLS

Adobe Creative Suite

Hootsuite

Marcello

Mailchimp

Trello

Google Analytics

Zendesk

Shopify

BigCommerce

CERTIFICATIONS

HUBSPOT

Inbound Marketing

Social Media

GOOGLE GARAGE

Google Adwords

Digital Marketing

SOCIAL MEDIA MANAGER

- Developed conversion-based paid media campaigns, reaching 10,700 accounts within the first month.
- Used Mailchimp and Canva to create weekly emails and promotional texts.
- Created content for Instagram, Facebook, and Pinterest using Later as a management tool.
- Established weekly tasks of analyzing metrics, identifying trends, and optimizing performance.
- Led the creation of an Influencer Program, successfully gaining 5 loyal brand ambassadors.

MARKETING RESEARCH MANAGER

- Lead a team of 3 in the development of marketing campaigns.
- Produced 112 email campaigns using Marcello, generating \$67,000 total, and was featured as a success story.
- Pursued 50+ collaborations and relationships with other small businesses and influencers using Zendesk.
- Increased social following by 2,000 and was head of community management.
- Coordinated and executed 75+ professional photoshoots/professionally edited content.