

BRITT COULTER

CONTACT

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EDUCATION

B.A. Marketing
B.A. Management
University of West Georgia
2011 - 2015
Dual Degree Program
Dean's List Recipient

SKILLS

MailChimp
Canva
WordPress
Shopify
Google Adwords
SEO
MS Office Suite

WORK EXPERIENCE

Oct 2015 - Current

Digital Marketing Coordinator: Full-time
Ivy Lane Boutique (Retail)

- Design and maintain social media presence by developing engaging and brand relevant content
- Construct creative email campaigns advertising to our subscriber list regarding sales/promotions as well as continually increasing and analyzing our open rate, click rate, and subscribers
- Create in-store and online graphics as well as printed coupons and magazine advertisements
- Coordinate and plan events such as fashion show fundraisers, school spirit nights, Red Cross blood drives, product launch parties, and more
- Manage all aspects of the e-commerce store including website design, managing inventory, transactions, online promotions, adding / removing product, photography, videography, buying, etc.

Jan 2017 - Current

Social Media / Website Specialist: Part-time
Helping Hand Foundation (Non-Profit)

- Develop brand content across social media platforms and participate in paid promotions on Facebook, LinkedIn, Twitter, and Instagram to build brand awareness and increase traffic to the website
- Maintain the website with current news, upcoming events, and donations
- Create graphics for the website and social media regarding events, sponsorship information, and volunteer opportunities

May 2015 - Oct 2015

IT Recruiter
Diversant, LLC (Staffing)

- Actively sourced for qualified IT candidates for Fortune 500 corporations
- Regularly met with candidates and clients in order to maintain direct and ongoing relationships
- Negotiated compensation with candidates to sustain a 20-30% gross profit
- Responsible for administrative work such as on-boarding paperwork and scheduling interviews with candidates and clients

Aug 2012 - Dec 2012

Marketing Representative
Aramark (Food)

- Promoted, planned, and hosted several events on campus to raise awareness of the benefits of buying meal plans
- Surveyed students on campus to determine the likes/dislikes of the dining halls