

Marketing  
Assistant

# Rufus Stewart

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## EXECUTIVE SUMMARY:

I am a marketing professional with a passion for branding, public relations, and events. I am a strong team player and have exceptional organizational skills.

## ACADEMIC BACKGROUND:

### COLLEGE OF BUSINESS AND MARKETING

#### **Major in Digital Marketing (Media & Branding)**

2010–2014

- Dean's Lister, 2012–2013
- Student Affairs Secretary
- Member of the Science Club
- Football Team Quarterback

### CRUSOE HIGH SCHOOL

#### **Class Valedictorian**

2005 to 2009

- Class President, 2007–2008
- Student Council Treasurer, 2005–2006
- Captain of the Soccer Team
- Member of the Crusoe High School Theater Club

## PROFESSIONAL HISTORY:

### SOCIAL MEDIA COORDINATOR

#### **Lime & Ice Creatives**

May 2016 – June 2020

- Set goals and planned online branding initiatives
- Developed and managed online content
- Incorporated SEO strategies and generated web traffic

### MARKETING ASSISTANT

#### **Toast and Poach Inc.**

April 2014 – April 2016

- Created and published relevant, quality content for social media channels
- Designed strong visuals for business cards and flyers
- Assisted in PR events

## AREAS OF EXPERTISE:

- Content creation
- Graphic design
- Social media management
- Partner relations
- Events planning
- Press releases and other marketing collaterals

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## CONTACT ME:

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