

GRISHA KRAMER



2718 EDGEWOOD AVENUE | RICHMOND, VA 23222



(401) 829-7455



GRISHAKRAMER@GMAIL.COM



[HTTPS://WWW.LINKEDIN.COM/IN/GRISHA-KRAMER-65B8777B](https://www.linkedin.com/in/grisha-kramer-65b8777b)

EDUCATION

University of Richmond
Richmond, VA
Coding Bootcamp, 2020

James Madison University
Harrisonburg, VA
B.A. History, 2010

John F Kennedy Schule
Berlin, Germany
High School Diploma



ABOUT

I am a proven leader with experience in marketing, recruiting, and training. Based in Richmond, VA, I am fluent with Google Ads, Facebook Ad Manager, CRM software, Tableau, Excel, Google Analytics, and Mailchimp. I am currently attending a full stack coding bootcamp at the University of Richmond, set to graduate in April 2020.



SKILLS

Google Ads
Google Tag Manager
Google Optimize
Google Analytics
Facebook pixel
Facebook Ad Manager
Tableau
SEMRush
Recruiting, hiring & training
Javascript
HTML/CSS
Copywriting
Budget Management
Microsoft Office Suite
Advanced Excel
Underwriting & fiscal sponsorships
SQL Database
Hootsuite
Mailchimp



PERSONAL SKILLS

Divergent Thinker
Creative
Leadership
AutoDidact
Self-certified Professional Humorist

WORK EXPERIENCE

SEM Media Operations Associate

Capital One
Oct. 2019 - Present
Richmond, VA

Business Intelligence Analyst

Seasonal Roots
Oct. 2017 - Sep. 2019
Richmond, VA

Marketing Specialist

Renaissance Marketing
Jun. 2017 - Sep. 2017
Philadelphia, PA

Climate Defender Organizer

PennEnvironment
Mar. 2017 - Jun. 2017
Philadelphia, PA

Regional Market Manager

Relay Foods
Nov. 2014 - Dec. 2016
Charlottesville, VA

Regional Sales Manager

Relay Foods
Mar. - Nov. 2014
Charlottesville, VA

Brand Ambassador

Relay Foods
Aug. 2013 - Mar. 2014
Charlottesville, VA

Maintaining and updating high budget campaigns in Google Ads, Bing and Kenshoo. Performing competitor research in SEMRush, and performing keyword health analysis in Excel.

Performed varied analytics tasks using Tableau, Google Analytics and Excel. Ran campaigns in Google Ads and Facebook Ad Manager. Owning keyword analytics, creative, and copywriting.

Connected clients with turnkey websites for their businesses and promoted the site with digital marketing, including SEO, PPC, reputation management and more.

Organized two groups of volunteers in two counties to take tangible political action. Event planning and recruiting, public speaking and organizing.

Maintained a monthly budget for digital and traditional advertising in four cities. Fostered community partnerships and owned analytics in my market.

Recruited and led a sales team that had the best numbers per capita in the company. Oversaw sponsorships and donations, launched new markets in Harrisonburg, VA and Raleigh, NC.

Sold Introductory offers to potential customers. responsible for customer acquisition and retention. As brand ambassador, I consistently led Charlottesville market in sales.



HONORS & AWARDS

Little Grill Collective | Most shifts covered 2013
Little Grill Collective | Comedy King 2013
Wintergreen Resort | Rookie of the Year 2011
Wintergreen Resort | Treehouse Handy Helper 2011



REFERENCES

Sam Fisher
Lightbulb Machine
Project Manager
(804) 397-0124
sam@lightbulbmachine.com

Arnie Katz
Stubhub
Chief Product +
Technology Officer
(804) 867-8086
a.arnie.katz@gmail.com

Duane Slyder
Seasonal Roots
CEO
(804) 677-2026
duane@seasonalroots.com