

## Profile

**Marketing associate with digital marketing and social media experience, exceptional work ethic, and an entrepreneurial spirit.** Always ready to assist teammates, learn, grow, and test new ideas. Experience in e-commerce, email marketing, and social media; some experience with digital marketing analytics and SEO/SEM.

## Education

**Certified Digital Marketing Professional Course**, Digital Marketing Institute, September 2019 (estimated date of completion)

**HTML, CSS & Web Design Circuit Course**: General Assembly, June 2019 (estimated date of completion)

**Digital Marketing Course**, General Assembly, 2017

**Certificate in Social Media Management**, Triton College, 2017

**BS in General Business Administration**, Northeastern Illinois University, 2004

- 3.57/4.0 GPA | Graduated Cum Laude

## Technical Skills

- Microsoft Office: Word, Excel, PowerPoint and Outlook
- E-mail marketing: MailChimp and Emma
- E-commerce: Shopify Plus and Wordpress
- CRM software: SAP, Salesforce and Apprise
- Landing pages: LeadPages and Shogun (Shopify app)
- Advertising: Facebook Ads, Google Keyword Planner, Google AdWords and Google Analytics
- Project management: Asana
- Content design: Canva
- Communication: Skype for Business and Slack
- Asset submission/review: Connectpoint and LAGO
- Product/pricing maintenance: PIE, PIM, and GMP

## Experience

QUILL, Lincolnshire, IL

June 2018 – April 2019

### Product Specialist

- Received department recognition certificates: Working Together and Own It
- Coordinated with in-house agency to successfully launch all creative assets for the Viking Dura-ship Paper product launch
- Support Category Merchant in managing Paper and Mail and Ship product lines for online sales and margin
- Give direction to in-house agency on campaign assets and verify/approve creative
- Perform site checks to ensure customers have an effortless online experience
- Submit search result, SKU content, and family of product changes to optimize online customer shopping experience
- Utilize project management skills to coordinate the execution of projects that involve cross-departmental participation

HONEY-CAN-DO INTERNATIONAL, Berkeley, IL

August 2017 – April 2018

### Marketing Coordinator

- Assisted in developing content ideas for monthly marketing calendar and launching a new B2C website on Shopify Plus
- Wrote initial copy for social media posts and e-mails, posted to social media, and launched e-mail campaigns
- Coordinated with graphic designer and photography team to obtain graphics, images, and other digital content
- Assisted in maintaining e-commerce website, manually entered new orders into CRM, and fulfilled orders in Shopify
- Headed up meetings for Ambiente and Housewares trade show planning and product selection
- Ran daily reports and analyzed sales data to select top performing products/categories for online promotion

IGNITE USA, Chicago, IL

September 2015 – August 2017

### Customer Account Specialist

- Assisted in training co-workers during launch of department wide new CRM
- Managed daily open order reports, troubleshoot order errors, root caused order issues, and managed customer inquiries
- Communicated with Supply Chain, Purchasing, Marketing, and Warehouse teams to manage/plan for customer orders

CANON USA, Itasca, IL

August 2011 – September 2015

### Account Relations Representative II

- Promoted to ARR II, created Service Authorization Exceptions form, and wrote several New Dealer quick reference guides
- Ran daily open order report, monitored and processed orders, and entered manual orders when necessary
- Lead quarterly marketing program review meetings and managed extranet set-up for Midwest Region's wholesale dealers
- Created and formatted Excel sales report summaries and created PowerPoint Dealer Review presentations for sales team