

# ELIZABETH NOELK

## Marketing Coordinator



### CONTACT



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### EDUCATION



**Bachelor of Visual Arts**  
Photography, May 2015

**Florida State University**  
Tallahassee, FL  
**GPA: 3.5**

### SKILLS



### EMPLOYMENT



#### United Solutions Company Marketing & Training Coordinator

**Tallahassee, FL**  
**July 2015 to Present**

- o Manage social media websites including Twitter, LinkedIn, Facebook, and Instagram.
- o Create and evaluate social media advertising.
- o Manage a marketing budget of \$60,000.
- o Create and send email blasts to current and potential clients.
- o Create marketing materials including flyers, postcards, email banners, etc.
- o Create marketing campaigns for products.
- o Select and order promotional materials for company.
- o Write and send out press releases for company and clients.
- o Managed a Virtual Reality build commercial for company.
- o Film and edit LinkedIn videos of management staff.

#### Social Media Management

- Facebook, United Solutions Company (<https://www.facebook.com/UnitedSolutionsCompany/?fref=ts>)
- LinkedIn, United Solutions Company
- Twitter, TweetUSC (<https://twitter.com/TweetUSC>)
- Instagram, Unitedsolutionsco (<https://www.instagram.com/unitedsolutionsco/>)

#### Website Graphics

- Mesquite Credit Union (<http://www.mesquitecu.org/>)
  - o Sliding Graphics on home page.
- United Solutions Company (<https://www.unitedsolutions.coop/>)
  - o Long and short sidebar advertisements found throughout website.

#### Training Specialist (October 2015 - August 2016)

- o Identified training needs, and utilized available resources to make sure specific training requirements were met based off individual Credit Union needs.
- o Gained comprehensive knowledge and understanding of all current and future company products and software to provide internal and external training. Including the design and implementation of training materials and programs.
- o Managed all aspects of company's internal Wikipedia, including design, build, and training procedures.

#### Marketing Intern (July 2015 - October 2015)

- o Post to social media websites including Twitter, LinkedIn, Facebook, and Instagram.
- o Maintain and update company website using Expression Engine Backend.
- o Research, write and post to website company blog.

#### Florida State University Photography Lab Monitor

**Jan 2014 - May 2015**  
**Tallahassee, FL**

- o Use traditional or digital cameras, along with a variety of equipment such as tripods, filters, and flash attachments.
- o Test equipment prior to use to ensure that it is in good working order.
- o Manipulate and enhance scanned or digital images to create desired effects, using computers and specialized software.
- o Develop and print exposed film, using chemicals, touchup tools, and developing and printing equipment, or send film to photofinishing laboratories for processing.

#### Photography

- (<https://www.facebook.com/ElizabethNoelkDesigns/>)
- Family Photoshoots
  - Equestrian Photography

