

Marketing Professional

Entry-level marketer with about 2 years of experience, exceptional work ethic, and a *Business Administration & Marketing* degree. Enthusiastic and creative contributor with demonstrated success building relationships, writing and publishing, researching and getting results through social media. Passionate about staying abreast of cutting-edge trends and aligning strategic initiatives for organizations.

SKILLS

- Analytic Reports
- Email Marketing
- Communication
- SEO/SEM
- Brand Channels
- Community Management
- Writing & Publishing Content
- Photo and Video Editing
- Marketing Strategy
- Live Streaming
- Hootsuite Certified
- HubSpot Certified
- Google Analytics Certified
- Adobe, Google, Microsoft Office
- Mac & Windows Proficient

EDUCATION

Bachelor of Science in December 2019

Ball State University, Muncie IN

Double major in Business Administration and Marketing, Minor in Supply Chain and Logistics Management

Performed various projects in Marketing, Social Media Marketing, Marketing Research, and Management classes

PROFESSIONAL EXPERIENCE

Vice President of Public Relations

Toastmasters International, Noblesville

May 2020 – Present

- Created and monitored social media pages (Facebook, Twitter, etc.), generated positive awareness of brand for the purpose of attracting and retaining members
- Kept the public and members informed about club or district activities through effective communication channels and media relations

Digital Media Marketing Intern

Gordon Marketing, Noblesville

June 2019 – September 2019

- Managed social media pages (Facebook, YouTube, Instagram, etc.), communicated with customers, and expanded brand presence
- Used analytics to track marketing strategies, as well as developed publishing strategies and performed audits for the various pages
- Optimized website and social media channels for SEO as well as usability

Social Media Manager

Ball State University Marketing Department, Muncie

January 2019 – May 2019

- Identified, developed, and evaluated marketing strategies based on knowledge of client's objectives and market trends
- Collaborated with team to implement brand development and content creation for the department
- Monitored the departments social media accounts and offered constructive interaction with users

ACTIVITIES

Member of Pi Kappa Phi Fraternity and Ball State Club Volleyball player

Attended Beneficence Leadership Conference 2019

Member of The American Marketing Association and The Supply Chain Society

Volunteer, The Ability Experience, 4 years