

Finn Harwood

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Highly-educated marketing and communications professional with three years experience in marketing. Google Analytics and HootSuite-certified individual, talented at developing strategic partnerships and managing others. Recipients of AdAge South Carolina award for Best B2B Campaign.

Education

Master of Arts in Integrated Marketing and Management Communication

Florida State University,
Tallahassee, FL, May 2018

Bachelor of Science in Strategic Communication, Concentration in Social Media Management

Liberty University, Tallahassee, FL
May 2016

Key Skills

- Public Relations
- Team Building
- ♦ Social Media
- Analytics
- ♦ Adobe Creative Suite

Certifications

- Google Analytics IQ Certification, 2018
- ♦ HootSuite Social Marketing Certification, 2017

Professional Experience

Content Marketing Manager

United Way, Charleston, SC | August 2019 - Present

- Create, maintain, and delegate assignment for an editorial calendar for web, email, and social media platforms.
- ♦ Supervise two employees and occasionally freelancers.
- ♦ Led SEO optimization efforts for the website, which improved organic search visits by 30%.
- Establish guidelines and templates for brand use to protect the United Way brand.
- Develop effective media relations and train marketing associates in this area.

Marketing Associate

Sunbelt Rentals, Charleston, SC | June 2018 - July 2019

- ♦ Created and implemented strategies and campaigns that engaged all Levels of stakeholders.
- ♦ Translated data into actionable information for sales and social media teams.
- ♦ Worked with subject matter experts to design and execute more effective marketing strategies.
- Received local Ad Age award for Best B2B Campaign.
- Spearheaded three strategic partnerships with other businesses in the region.