

ELIZABETH JOHNSON

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EDUCATION

Bachelor of Science (B.S.) Marketing

University of Miami, Miami, FL
September 2017 - May 2021

KEY SKILLS

- Event Marketing
- ◆ Email Marketing Campaigns
- Digital Marketing
- Project Management
- ◆ Graphic Design

A Marketing Professional with entry-level experience specializing in digital marketing, graphic design, event marketing, and project management. Adept at conducting research to develop strategies for high-impact marketing campaigns.

PROFESSIONAL EXPERIENCE

Marketing Intern

Shoreline Recruiting Inc., Miami, FL | May 2021 - Present

- Provide support to event managers and cross-functional teams to drive marketing initiatives for in-person and virtual networking events, including developing social media posts and email advertising campaigns
- Improve attendance for in-person events by 30% and increase attendance for virtual events by 150% through refining messaging and targeting for ads
- Support the marketing team in developing video marketing ads for social media, including developing scripts and ensuring alignment with brand guidelines

ACADEMIC EXPERIENCE

Marketing Projects

University of Miami, Miami, FL | September 2020 - May 2021

- Coordinated with student organizations to create marketing materials and develop social media campaigns for campus events, resulting in a 20% increase in attendance
- Designed flyers, banners, social media advertisements, and visual assets to improve outreach and exposure for events