

Chloe Gruszynski
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PROFESSIONAL SUMMARY

Current UW student and Digital Marketing Specialist in training with applied project experience writing content for digital marketing campaigns and developing websites for sandbox companies. Passionate about using digital tools to create exceptional user experiences, primarily on social media.

EDUCATION

University of Wisconsin-Madison

Madison, WI

Digital Marketing Professional Certification

October 2021

Relevant Coursework: Content Writing, Social Media Marketing, Web Development for Marketers, User Experience (UI, UX), Customer Relationship Management

University of Wisconsin-Madison

Madison, WI

Bachelor of Business Administration - Marketing, Management

May 2024

Digital Studies Certificate

GPA: 3.79/4.00 (Dean's List: Fall 2020, Spring 2021)

PROJECT EXPERIENCE

PROJECT: Website Development and Content Creation for Sandbox Website

Scope: Creation of "BadgerFit", a UW student's guide to health and wellness while on campus.

- Designed and personalized a website using Wordpress, HTML, and CSS to create an inviting and accessible feel with visiting users.
- Created multiple social media ads and a logo using Canva to personalize the brand while targeting users at the same time.
- Wrote blogs, filmed videos, and posted workouts to help visitors improve health and wellness.

PROJECT: Keyword Research and Ad Campaign Creation for Digital Marketing Agency

Scope: Co-created Luminary Media, a mock digital marketing agency with small businesses as clients.

- Performed keyword research with Google Keyword Planner to optimize agency budgets while promoting the brand.
 - Wrote copy for ads with Google Ads and Google Ads Editor to further promote the agency.
 - Created social media-focused content for the blog portion of the website to help users see the benefits of using social media to advertise their small businesses.
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SKILLS

Technologies: HTML, CSS, Wordpress, Canva, Google Analytics, Google Ads (Search & Display), HubSpot, Google Keyword Planner

Key Skills: Content writing, social media marketing, customer relationship management, SEO, SEM, digital marketing, project management

HUBSPOT CERTIFICATIONS

- Social Media Marketing
- Content Marketing
- Inbound Marketing