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EDUCATION

Rochester Institute of Technology
Major: Marketing/Advertising

2006-2010
Minor: Creative Writing

PROGRAMS & SKILLS

- Digital Marketing Coordination
- Social Media Marketing
- Lead Generation
- Social and Technical Writing
- Event and Tradeshow Coordination
- Microsoft & Google Office Suites
- Google Analytics
- Salesforce.com
- Adobe Creative Suite
- Eloqua Marketing Automation

EXPERIENCE

Internet Marketing Associate
USA Corporate Services, New York, New York

Sept 2012 – Present

- *Maintain all client communications including inquiries, proposals and deals.*
- *Manage all aspects of website marketing including SEO, social media and website management.*

Events and Marketing Coordinator
M5 Networks, New York, New York

March 2011 – Feb 2012

- *Wrote and edited copy for marketing collateral, social media campaigns and event and promotional materials.*
- *Designed digital marketing campaigns based on extensive market research.*
- *Conducted marketing research and created targeted campaigns to increase customer referrals, generate leads and increase brand awareness.*
- *Designed and approved graphics for collateral, events and website and social media campaigns.*
- *Measured and reported on success of digital campaigns.*
- *Researched, planned and coordinated all aspects of the attendance for 30 annual trade shows. Coordinated details such as booth logistics, giveaways, shipping, creation of collateral and lead generation.*
- *Created and maintained a yearly budget for all Marketing events and reduced costs by 30%. Tracked Marketing, Sales and Partner expenses.*

Special Events Manager

April 2008 – May 2010

College Activities Board, Rochester Institute of Technology

Developed, implemented and coordinated weekly events and major concerts on the RIT campus with attendance ranging from 50 to 4,000 students.

Dividends Magazine Editorial Manager

Sept 2009 – Feb 2010

E. Philip Saunders College of Business, Rochester Institute of Technology

Conceptualized, created articles and designed the 24 page alumni magazine, Dividends which was distributed to 15,000 business alumni.

Technical Support Representative
M5 Networks, Rochester, New York

Nov 2010 – June 2011

Troubleshoot IP phone, network and hardware issues for all corporate clients.