

MAXWELL P CHARNEY

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OBJECTIVE: MARKETING SALES ASSOCIATE

EDUCATION

Bachelor of Arts—Communications Marketing
Bowling Green State University

December 2014
Bowling Green, OH

SUMMARY OF QUALIFICATIONS

- Proficient in digital and traditional marketing.
- Experience with social media marketing, SEO, Google AdWords, Facebook Ads, Twitter Ads.
- Five years plus work experience in social media account management.
- Marketing and Advertising Major. Writer and Illustrator for the BG News. Reporter for BG24 News. Fundraising Chair for Pi Kappa Alpha. CPR/AED Red Cross Certified.
- Graduate of Bowling Green State University -- highly motivated to continue professional marketing career. Excellent communication and relationship-building skills. Demonstrated ability in management and sales. Technically skilled -- cross-platform.
- Computer Skills include: Word, Excel, Photoshop, Illustrator, Google Analytics, Web Development Tools, Google AdWords.

PROFESSIONAL EXPERIENCE

Sales Associate, Auto Plus Insurance, Toledo, OH 09/2015— Present

- Social Media Marketing, Google AdWords, Online Sales.
- Cold calling, On-site Photography, Direct Marketing, Customer Services

Marketing Manager, iNerdz, Toledo, OH 12/2014—09/2015

- Utilized SEO to advance Google page rank from page 8 to page 1 in 6 months
- Increased Social Media presence from 60 followers to 6,000 followers in 9 months.
- Business to business marketing increased gross by profits by 100% in 2 months.

Sales Associate, Verizon Wireless, Toledo, OH 12/2014—09/2015

- Google AdWords, Facebook Ads, Twitter Ads Campaign Management.
- Social Media Account Management, Web Development and Content Creator.
- Online Sales, Market Research, Developing Marketing Strategies, Managing Budgets.

Alumni Fundraising, Wilson-Bennett Technology, Bowling Green, OH 08/2014—02/2015

- Fundraising Representative for Bowling Green State University, Phone Sales.
- Consistently in Top Caller Percentage, Raised over \$6000 for Bowling Green State University.

Communications Intern, ProMedica, Toledo, OH 01/2014—04/2014

- Media Representative for Pink in the Rink. Developing Web Content for ProMedica Health

Connect. Film and Photography Production for Stem Cell Research. Doctor and Patient Interviews at Toledo Hospital. Media Coordinator with 13 ABC Health and Wellness Reporter.

Manager, Ziggy Zoomba's, Bowling Green, OH

02/2011—08/2013

- Social Media, Public Relations, Training, Service, Recruiting, Health and Safety.