

# MAXWELL P CHARNEY

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[MaxwellCharney.Com](http://MaxwellCharney.Com)

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## OBJECTIVE: BRAND AND MARKETING

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### EDUCATION

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*Bachelor of Arts—Communications Marketing*

Bowling Green State University

December 2014

Bowling Green, OH

### SUMMARY OF QUALIFICATIONS

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- Proficient in digital and traditional marketing.
- Experience with social media marketing, SEO, Google AdWords, Facebook Ads, Twitter Ads.
- Five years plus work experience in brand and marketing management.
- Marketing and Advertising Major. Writer and Illustrator for the BG News. Copy Reporter for BG24 News. Fraternity Athletic 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: Excel, PowerPoint, Outlook, Adobe InDesign, Photoshop, Illustrator, Google Analytics, Website Development, Google AdWords.

### PROFESSIONAL EXPERIENCE

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**Marketing and 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.
- Aid in research, marketing, branding, social, digital, print and website projects.
- Recording and setting appropriate budget allocation for social media marketing.
- Coordinating social media contest, scheduling, proofreading, and marketing ideation.
- Utilizing Adobe InDesign and Photoshop to create promotional images.

**Marketing Associate**, Verizon Wireless, Toledo, OH

12/2014—09/2015

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

**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.

**Communications Intern**, ProMedica, Toledo, OH 01/2014—05/2014

- Media Representative for Pink in the Rink. Developing, Writing and Proofreading Web Content for ProMedica Health Connect.
- Film and Photography Production for Advanced Regenerative Medicine Procedures. Doctor and Patient Interviews at Toledo Hospital. Media Coordinator with 13 ABC Health and Wellness Reporter and Fox Toledo News Now.
- Assists with scheduling meetings, filing documents, presentation development and setting agendas.
- Coordinating, planning and executing special events such as March of Dime's and ProMedica's Pink in the Rink

**Manager**, Ziggy Zoomba's, Bowling Green, OH 02/2011—08/2013

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