



Mia Mahalko

DIGITAL MARKETING • PUBLIC RELATIONS



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SKILLS

Microsoft Office Suite • Adobe Creative Suite • SPSS Statistics • Google Ads (Account Manager, 2019) • Google Analytics • On-Page SEO • PPC Campaign Management • Keyword Research • Database Management • Project Management • Attention to Detail • Communication • Working in Teams • Positive Attitude • Strong Motivation to Learn and Succeed

INVOLVEMENT

2019 AMA i6 Case Competition

2018 General Electric Interview Competition

American Marketing Association: WVU Chapter – Creative Director

WVU Undergraduate Teaching Assistant – Communication 102: Public Speaking

WVU Study Abroad – Latin American Studies in Peru

WVU Student Wellness Ambassador Team – Peer Educator

INTERESTS



EXPERIENCE

Marketing Coordinator

Washington Prime Group • Morgantown, WV

Leverage and optimize various social and web platforms to create awareness of on-property events. Manage campaigns, increase engagement, and maintain information via website CMS. Executes digital, social, web, and PR strategies as prescribed by Corporate Marketing Director. This management role reports directly to both executive and corporate management.

Public Relations Director

The Daily Athenaeum • Morgantown, WV

Manage student PR team, lead team meetings, plan campaigns, and host events to effectively promote and generate interest in the independent newspaper company. Use strategic communication to build strong relationships with students and local organizations. This management role reports directly to corporate management.

Marketing Intern

Manpower Inc. • Morgantown, WV

Coordinate all marketing campaigns for ten regional locations throughout West Virginia, Kentucky, and Ohio. Utilize digital media applications to execute desired content and branding. Operate system database to update and review client and associate records. Analyze data and market trends to implement growth strategies. This role reports directly to executive management.

EDUCATION

Fall 2015 – Spring 2019

West Virginia University | College of Business & Economics

Bachelor of Science in Business Administration

- Major: Marketing
- Area of Emphasis: Digital Marketing Promotions
- Minor: Communication Studies
- Overall GPA: 3.4

CERTIFICATIONS

Google Ads Fundamentals, Google Ads Search, HubSpot Inbound, Hootsuite Platform