

Simon Okun

Experience

Digital Marketing Intern

Crosspeak Solutions

Spring Semester, 2025

- Created and posted short- and long-form animated video content for social media engagement
- Collaborated with the development and marketing teams to generate content ideas and maintain consistent brand messaging
- Improved SEO, and measured user engagement and website traffic using Google Analytics

Marketing Intern

Economic & Community Development Institute (ECDI)

Summer Semester, 2024

- Consulted with clients to understand their business needs and help them achieve their goals
- Responsible for designing/revising websites for clients and providing assistance in enhancing their overall online presence
- Attended marketing events to increase outreach to local women- and minority-owned businesses for ECDI program participation

Web Director

Bearcast Media, University of Cincinnati

2023 - 2025

- Fully updated Bearcast website making both static and dynamic changes, including mobile optimization
- Responsible for maintaining the website and interfacing with other directors to ensure new content is uploaded

Contact

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Education

University of Cincinnati

Cincinnati, OH

BFA in Media Production

Minor in Information Technology

Certification in Web

Development and Animation

Cummulative GPA: 3.46

Dean's List

Computer Skills

Proficient in:

- HTML/CSS
- React.js
- Figma
- Wordpress
- Bootstrap
- Adobe Creative Suite
- Microsoft Office Suite
- Google Analytics
- Maya
- FL Studio