**Angela Roche, MBA**

Amityville, NY

[Angelaroche8@gmail.com](mailto:Angelaroche8@gmail.com)

631-703-8123

**Work Experience**

**Biller/ Accounting Manager**

European Automobile Company- Syosset, NY

September 2020- current

Manage the company’s financial accounts, payrolls, budget, cash receipts, and financial assets. Plan, implement and supervise the company’s financial strategy. Oversee the company’s transactions and debts and do cash flow forecasting. Perform the company’s financial audits. Monitor and analyze financial accounting data. Create financial reports based on data analysis. Make recommendations to business stakeholders.

**Digital Marketing Coordinator NYC**

Aumcore Digital Marketing Agency- New York (NYC)

August 2020- February 2022

Direct creation of digital media campaigns including video for all NYC Center productions across all social and web channels, in partnership with an agency. Measure and report on the performance of all digital marketing campaigns to help inform future decisions. Create email campaigns and report on performance, use sophisticated segmentation. Support the Website Manager and IT, in the continuous improvement of website usability and design. Manage relationships with external vendors, freelancers, rights holders, digital influencers, and advertising agencies as needed for special projects and marketing initiatives.

**Social Media Manager**

GWI- Software Company- New York (NYC)

October 2017- August 2020

Perform research on current benchmark trends and audience preferences. Design and implement social media strategy to align with business goals. Generate, edit, publish and share engaging content daily (e.g., photos, videos, reels and stories). Monitor insights and analytics. Collaborate with other team members. Communicate with followers, respond to queries in a timely manner and monitor customer reviews. Suggest and implement new features to develop brand awareness, like promotions and competitions. Stay up to date with current technologies and trends in social media, design tools and applications.

**EDUCATION**

Johnson & Wales University

Major: MBA Global Marketing & Fashion

September 2020 - May 2022

SUNY College at Old Westbury,

Major: Business/ Marketing

Bachelor's degree May 2020

**Key Skills**

Microsoft Office (10+ years), Efficient in Google Analytics**,** Data visualization,

Market Research Analysts, and Copywriting.