

## Shanna Ben-Moshe

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### EDUCATION

**August 2018 – May 2022**      **UNIVERSITY OF WISCONSIN-MADISON**      **Madison, WI**  
*Bachelor of Science Degree in Consumer Behavior & Marketplace Studies*  
*Certificates in Business, Entrepreneurship, and Digital Studies*

### MARKETING AND CUSTOMER REALTIONS EXPERIENCE

**December 2015- January 2019**      **NEWPORT AVENUE OPTOMETRY**      **San Diego, CA**  
*Customer Relations Specialist*

- Increased profitability by assisting the doctor in promoting elective services to other doctors and patients
- Met with other specialists in the field to gain insight into the patient referral process
- Applied such skills in the office to refer potential patients for various procedures
- Contributed to weekly meetings discussing product placement and how to best merchandise popular products
- Regulated social media accounts and reviews, implemented them into the website

**May 2021- August 2021**      **THE DOCTOR YUM PROJECT**      **Virtual**  
*Digital Marketing Intern*

- Worked with the doctor and connected with other doctors to promote the program
- Helped her team to promote healthy eating and made it available to patients
- Refined and analyzed the efficiency of different social media strategies with teams of 5-15 people
- Managed doctor's social media channels and editorial calendar
- Presented results to client as bi-weekly, monthly, and quarterly social reports with recommendations for growth

**January 2018- May 2019**      **VAN DE VORT BOUTIQUE SAN DIEGO**      **Del Mar, CA**  
*Retail and Digital Communications Associate*

- Researched trends and implemented them in keeping the website up to date, on trend, and aesthetically pleasing
- Reconstructed advertising process to attract customers around the country through new social platforms to align with target customer
- Successfully assisted clients in selecting clothing that fit their style, formed, and maintained long lasting relationships

**December 2020 – Present**      **REM OPERATIONS**      **San Diego, CA**  
*Real Estate Intern*

- Currently working on a website for a 20-tenenat center to market the current tenant and draw in new tenants for the management
- Analyzed 30+ properties to do a cost analysis on exterior improvement

### CAMPUS LEADERSHIP AND INVOLVEMENT

**April 2021- Present**      **UW-MADISON SCHOOL OF HUMAN ECOLOGY**  
*Student Ambassador Representative*

- Assist in building awareness of the school by leading tours and planning visit days

**May 2021- Present**      **PHI UPSILON OMICRON HONORS SOCIETY – NU CHAPTER**  
*Active Member*

**2018- Present**      **CHABAD LEADERSHIP BOARD**  
*Executive Board Leader*

- Plan and promote monthly events to students' campus wide