

SUZY LE BEL

DIGITAL MARKETER, PHOTO & VIDEO ENTHUSIAST, & OUTDOOR GEAR JUNKIE

CONTACT ME!

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WHO HIRED ME?

ASCENT OUTDOORS marketing & events manager, Sept 2019- Present

- ▶ Manage marketing campaigns and social media strategy by increasing followers and post engagements on Facebook and Instagram with targeted pop-up promotions
- ▶ Delegation of tasks to our 3-member cross-functional off-shore team to successfully launch 2 new e-commerce platforms through shopify, leading to a 75% increase in online orders
- ▶ Coordination of weekly events/fundraisers for local non-profits and build partnerships with other outdoor organizations
- ▶ Budget social advertisement ads for Facebook and Instagram and manage social media pages updating daily

REI, climbing and ski sales specialist, 2018- Oct 2019

- ▶ Ensured that all customers receive excellent service, direct salesmanship, and sell memberships to meet monthly goals
- ▶ Coordinated with HQ manager to organize training kits for REI's national outdoor summer activity and cycling clinics

SIFF, festival venue manager and box office assistant, 2019

- ▶ Oversaw festival screening operations at venues, delegated tasks to volunteers, resolved passholder ticketing issues

MIGHTY MEDIA STUDIOS, freelance production assistant, 2018-2019

- ▶ Coordinated projects as a vendor for Microsoft Productions and assisted producers and freelance crew members in general office duties

PRO.COM, freelance video marketing coordinator, 2019

- ▶ Produced, shot and edited video content for Pro.com customers and employees

VULCAN PRODUCTIONS, digital outreach intern, 2018

- ▶ Researched, produced and assembled marketing content for official social media pages promoting the feature film "Ghost Fleet"

SOUTHWEST AIRLINES, multimedia intern, 2017

- ▶ Created, showcased and directed photography and video production for company's official social media channels and digital marketing content

ACEEE, communications and marketing intern, 2017

- ▶ Researched, edited and produced marketing strategy and content for ACEEE Engineers online web content

EDUCATED AT

THE UNIVERSITY OF WASHINGTON, Seattle

Full-Stack Web Development Bootcamp 2021

THE UNIVERSITY OF MISSOURI, Columbia

May 2018

Bachelors of Journalism