

# Victoria Maness

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## SKILL & ABILITIES

Social Media Marketing	Google Analytics Certified	HTML/CSS	Sitefinity CMS	Adobe Creative Suite
Emma (Email Marketing)	Falcon.io (Social Media Calendar)	WordPress CMS	Salesforce CRM	Microsoft Office Suite

## EXPERIENCE

**Marketing Coordinator**, *Washington Prime Group*—Irving Mall, Irving, TX 2/2019—4/2020

- Maintained 12% open rate average by creating ~5 email blasts a month to a ~18,000 contact list via Emma
- Updated and maintained center website via Sitefinity CMS
- Garnered 3<sup>rd</sup> most Instagram followers out of 24 West real estate investment trust properties by producing strategy for mall's Facebook and Instagram content via Falcon.io
- Achieved top 6 highest sponsorship generating real estate properties in company (out of 103 properties) by securing sponsorship leads, planning meetings, and creating proposal presentations via Microsoft PowerPoint
- Generated and managed sponsorship and leasing accounts via Salesforce CRM
- Drew in up to 1000 attendees to center's events by organizing and directing ~ 5 events per quarter

**Social Media Manager**, *Beauty Cuts Salon*, Little Rock, AR 11/2017—2/2019

- Created and managed Beauty Cuts' business website with HTML/CSS on WordPress CMS
- Interpreted and analyzed site metrics by using Google Analytics
- Curated and created content for salon's Facebook and Instagram accounts and salon owner's Instagram account
- Executed successful Instagram contest/ giveaway with over 40 entries/ new followers

**Marketing Intern**, *The Artist Evolution*, Fayetteville, AR 5/2017—8/2017

- Conducted market research and gathered data via Microsoft Office (Excel, Word) to develop insights for social media, consumer targeting, and branding
- Communicated with agency's team about projects via Basecamp project management system
- Developed social media and blog content for agency's clients
- Created graphics, promotions, and marketing strategies for events and businesses

**Sales Associate**, *Buckle*, Fayetteville, AR 2/2016—8/2017

- Awarded Teammate of the Back to School Season for being a team player and the top seller of ~15-person team and exemplifying the Buckle spirit
- Presented and sold products to around 5 customers at once in a fast-paced environment

## EDUCATION

*University of Arkansas*, Fayetteville, AR 5/2015—5/2018  
Major: International Studies | Minor: Marketing, Spanish  
Honors: Dean's List | Presidential Scholar, Dean's Scholar (University of Central Arkansas)

## AWARDS/ ACTIVITIES

*American Marketing Association (AMA)*

<b>Membership Volunteer</b>	10/2019-Present
<b>Adobe Student Ambassador</b>	1/2018—5/2018
<b>Media and Design Director</b>	10/2017—5/2018
<b>Best Educational Value Award—3rd place</b> (AMA International Collegiate Conference)	4/2018
<b>Exemplary Collegiate Chapter Performance Award</b> (AMA International Collegiate Conference)	4/2018

*Buckle*

<b>Teammate of the Back to School Season Award</b>	9/2016
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