

Victoria Maness

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SKILL & ABILITIES

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

EXPERIENCE

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

- Garnered 3rd 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
- Updated and maintained center website via Sitefinity CMS
- Maintained 12% open rate average by creating ~5 email blasts a month to a ~18,000 contact list via Emma
- 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

- Developed social media and blog content for agency's clients
- 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
- 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)

Membership Volunteer 10/2019-Present

Adobe Student Ambassador 1/2018—5/2018

- Produced marketing plan to increase Adobe's brand awareness, workshop attendees, and trial downloads
- Organized Adobe Creative Suite workshop events to teach attendees how to use Adobe

Media and Design Director 10/2017—5/2018

- Created graphics via Adobe Creative Suite for club events and promotions at University of Arkansas

Best Educational Value Award—3rd place (AMA International Collegiate Conference) 4/2018

Exemplary Collegiate Chapter Performance Award (AMA International Collegiate Conference) 4/2018

Teammate of the Back to School Season Award (Buckle) 9/2016

