

# Victoria Maness

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## SKILL & ABILITIES

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

## EXPERIENCE

- Marketing Coordinator**, *Washington Prime Group*—Irving Mall, Irving, TX 2/2019—4/2020
- Accumulated 3<sup>rd</sup> most Instagram followers out of 24 West real estate investment trust properties by producing and executing strategy for mall's Facebook and Instagram content via Falcon.io
  - Launched and oversaw paid media strategies with insight into budget allocation and audience targeting
  - Established KPIs and benchmarks against which paid media and event performances were tracked and reported
  - Generated and managed sponsorship and leasing accounts via Salesforce CRM
  - Deployed at least 5 emails a month to a ~18,000 contact list via Emma while maintaining ~12% open rate average
  - Analyzed email performance and generated enhancements to improve user experience and optimize returns
  - Wrote, updated, and managed website content via Sitefinity CMS
  - 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
- Social Media Manager**, *Beauty Cuts Salon*, Little Rock, AR 11/2017—2/2019
- Initiated search engine optimization (SEO) in order to increase salon's page rank on all major search engines
  - Developed 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
- 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
  - Produced social media and blog content, graphics, promotions and marketing strategies for agency's clients
- 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
  - Implemented promotion strategy development and execution, and in-store POP and display

## 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—3<sup>rd</sup> 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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