Name

Southeastern US

SUMMARY OF QUALIFICATIONS	▪ Marketing Professional with 2+ years' experience to support businesses, both large and small ▪ Created and managed social media campaigns that resulted in thousands of new interactions ▪ Implemented a repricing tool to increase sales by 40% ▪ Helped to coordinate and attain over 30 new products and vendors to expand product selection ▪ Member: American Marketing Association

EXPERIENCE

ONLINE RETAIL STORE/STARTUP   **JULY 2016 - MARCH 2017**

MARKETING & OPERATIONS MANAGER

- Rewrote the mission statement for the business
- Created dynamic, relevant content for audiences across social media, thus increasing Facebook likes
- Created & managed email campaigns on Mailchimp
- Helped to attract influencers to drive brand awareness and contribute content for our blog
- Helped to design, implement, launch, and manage a new online storefront
- Managed day-to-day operation of site, including customer service, sales, and purchase order input
- Implemented an Amazon repricing tool that increased sales by 40%
- Researched and acquired new products to better serve customer base and expand product selection

BLACKBAUD, CHARLESTON, SC   **AUGUST 2015 - MARCH 2016**

DATA HEALTH SPECIALIST

- Generated leads for development
- Monitored Salesforce to ensure accurate and relevant information was available for sales team
- Worked with management and coworkers to achieve daily goals for data input and updating

MARKETING FIRM   **MAY 2012-AUGUST 2012**

MARKETING INTERN

- Gained and utilized extensive knowledge of social media outlets, such as Twitter, Facebook, and Pinterest, to increase engagement and build clients' social media presence
- Actively monitored and modified client social media campaign

EDUCATION

COLLEGE OF CHARLESTON, CHARLESTON, SC   **2014**

B.S. Business Administration, concentration in **Marketing**

B.A. English, concentration in **Creative Writing**

SOFTWARE EXPERIENCE

- Hootsuite
- Brightpearl
- Amazon Seller
- Microsoft Office
- Facebook Ads
- Google Analytics
- Google AdWords
- Github
- Wordpress
- Shopify
- Photoshop
- MailChimp