

Will White

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CERTIFIED IN:

- Google Analytics & AdWords
- HubSpot Inbound & Email Marketing

SKILLS:

Adobe Photoshop & Illustrator,
Microsoft Excel, HTML, CSS, experience
with audio and music production

ATTRIBUTES:

Communication, teamwork,
organization, creativity, proactivity,
independent, quick learner.

Work Experience

Mailman Group

Shanghai, China

TOURISM DIGITAL MARKETING INTERN

Jun. 2017 - Sep. 2017

- Focused on China's tourism and tech market
- Spearheaded over 20 case studies about campaigns for international clients & how they resonated with a Chinese audience
- Composed reports on current multi-media campaigns for Nevada and Missouri's official brands in China
- Worked with colleagues' to improve marketing presentations and write-ups
- Published 5 blog long form blog posts to the company website
- Collaborated with design team to convert market data into branded infographics

Vermont Housing Finance Agency

Burlington, Vermont

DIGITAL MARKETING INTERN

Feb. 2016 - Present Day

- Developed, managed, and budgeted content on Facebook, Twitter, LinkedIn, and website
- Increased websites new users by over 400%
- Introduced and facilitated creative inbound strategies with the branding team
- Communicated with customers online engagement with prospective customers
- Reviewed and tracked campaign effectiveness through Google Analytics and Facebook Insights to optimize strategies accordingly
- Used Photoshop and Illustrator skills to create banners and posters for online content as well as in-person conferences

Willington Design & Print

Williston, Vermont

SOCIAL MEDIA INTERN

Jan. 2016 - May. 2016

- Created and posted social media content with photography and video
- Gained valuable insight into the workings of a small business
- Observed and trained in the screen printing process
- Promoted products at car shows

Special Projects

DIGITAL AUDIT FOR VERMONT HOUSING FINANCE AGENCY (VHFA)

Burlington, Vermont

Sep. 2016 - Dec. 2016

- Identified strengths & weaknesses of VHFA & their competitors' owned, paid & earned media
- Developed buyer persona & created appropriate content schedule
- Reviewed, summarized & made suggestions about optimizing VHFA's online presence

GOOGLE ADWORDS FOR DATE SEAT

Boston, Massachusetts

Feb. 2017 - Apr. 2017

- Initiated a mobile optimized Google AdWords campaign promoting Date Seat's app & website
- Conducted industry keyword research featured ad extensions, mobile & location bid optimizations
- Generated actionable insights

Education

Champlain College

Burlington, Vermont

BS SPECIALIZATION IN DIGITAL MARKETING

Aug. 2014 - Present day

Courses included: Digital Metrics & Analysis, Advanced Digital Marketing, Customer Relationship Management & Sales, Corporate Social Responsibility, Financial & Managerial Accounting, Integrated Marketing

