

Work Experience

CERTIFIED IN:

- Google Analytics & AdWords
- HubSpot Inbound Marketing & Email Marketing
- Hootsuite Academy

TOOLS:

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

SKILLS:

Communication, teamwork,
organization, creative, proactive,
independent, quick learner

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 for Facebook, Twitter, LinkedIn, and website
- Increased websites new users by over 400%
- Introduced and facilitated creative inbound strategies with the branding team
- Managed social media paid advertising
- 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

Burlington, Vermont

BRIGHTMIND PAID ADVERTISING ANALYSIS

Oct. 2017 - Dec. 2017

- Managed a team of 8 people tasked with analyzing the performance of Brightmind's promoted content
- Coordinated with 3 other team managers to create one cohesive presentation to the CEO of Brightmind
- Identified buyer persona using data from Facebook Developer
- Built a comprehensive measurement plan for Brightmind's paid social media advertising

Burlington, Vermont

WEBSITE ANALYSIS FOR CHAMPLAIN COLLEGE

Sep. 2017 - Oct. 2017

- Used Google Analytics to analyze the performance of Champlain College's website, particularly the homepage
- Focused on inbound traffic by measuring how the *bounce rate* and the *time on page* metrics have changed over time
- Created customized infographics for the client presentation
- Concluded that mobile site optimization has been successful over the past 3 years, and holds users' attention effectively

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, Strategic Community Management, Marketing Research