

DIGITAL MARKETING INTERN

Education

2015

Bachelor of Arts : Psychology, Corporate Strategy Vanderbilt University i¼ City , State

- Cumulative Grade Point Average: 3.4
- Major Grade Point Average: 3.6

Summary

Hardworking, passionate Vanderbilt student intending to obtain Fall on-campus employment to both grow and excel in all endeavors.

Experience

06/2013 to 08/2013

Digital Marketing Intern Company Name i¼ City , State

- Executing and overseeing corporate digital marketing campaign through various platforms including company Twitter and LinkedIn pages.
- Updating company web media using Sitecore Web Content Management system.
- Working with corporate marketing consultants to determine appropriate customized programs and strategies for various web-based market segments.

12/2012 to 05/2013

Student Fundraising Ambassador Company Name i¼ City , State

- Updated contact information, provided institutional affairs updates, and stewarded University fundraising efforts of alumni and constituents of Vanderbilt
- Inspired new supporters to contribute funds, while maintaining relationships and encouraging increased support with existing contributors.
- Made risk analyses and balanced cost-time data to focus efforts on most appropriate fundraising activities.

12/2011 to 05/2013

Tutor Company Name i¼ City , State

- Provided student-athletes with academic assistance.
- Submitted detailed reports of each individual tutoring session.
- Updated Counselor and Tutor Coordinator on progress over time.

04/2011 to 11/2012

Advertising & Public Relations Intern Company Name i¼ City , State

- Executed brand endorsement, talent discovery, and talent relations duties.
- Orchestrated promotional and vendor agreements with various entities including music groups, festival hosts, and supplement wholesalers and websites.
- Wrote and distributed advertisement and press material to third party media outlets.
- Developed various promotional and advertisement campaigns through company social media and web-based entities.

06/2012 to 08/2012

Marketing Intern Company Name i¼ City , State

- Utilized Microsoft Customer Relationship Management system to establish a database of current and potential clients.
- Performed routine teleconferences with clients to discover needs and delivered summaries to manager.
- Worked under direction of management and C.E.O. to reach out to potential clients and develop interest in company services.

04/2012 to 08/2012

Journalist Company Name i¼ City , State

- Wrote articles and daily blog posts for internet news source withover 300,000 unique monthly readers.
- Implemented articles to social media sites like Facebook, Twitter, and Foursquare to increase viewership through concise "Post Blasts".

05/2011 to 08/2011

Data Analysis & Administrative Intern Company Name i¼ City , State

- Assisted company chair with administrative activities including data entry and analysis.
- Performed accounting duties including composing expense reports and suggesting fund allocation.
- Sustained contact with property owners about building activity and relayed information to company chair.

05/2008 to 08/2011

Sales & Marketing Associate Company Name i¼ City , State

- Sold billiard tables and accessories and provided advice and consultations on product inquiries.

- Built and retained direct relationships with clients and affiliates to ensure satisfaction.
- Provided significant direction for developing company website including layout, organization system, and transition to e-commerce services.
- Implemented company social media presence and directed various other web-based promotional campaigns.

03/2009 to 05/2010

Volunteer Company Name i¼ City , State

- Taught special needs children how to play various sports and other recreational activities.

Technical Skills

- General Software Proficiency: Microsoft Office, Microsoft Works, Microsoft Customer Relationship Management System, Microsoft Publisher
- Creative Design and Media Proficiency: Adobe Photoshop, Adobe Illustrator, Pro Tools
- Web Proficiency: Wordpress, Sitecore Content Management System, Hootsuite
- Certifications: Hootsuite

Accomplishments

- 1st Place Marketing Campaign "The Next Chapter" in Vanderbilt University Managerial Studies Department "Parnassus Marketing" Competition
- Illinois State Scholar
- Prairie State Achievement Award
- Won "Battle of the Bands" competition for Chicagoland high school musicians 2009, 2010
- Hold school record for Northside College Preparatory High School Track & Field events: "Middle Distance Medley" 2010, "Throwers Relay" 2010