

MARKETING & ADVERTISING SPECIALIST

Copywriting | Social Media Strategy | Marketing Communications | Brand Development

A versatile marketing and advertising professional with a proven ability to write engaging copy and shape the strategy behind highly successful social media campaigns. Has served as a Creative Strategist on multiple projects, partnering cross-functionally to meet brand guidelines, project milestones, and client stakeholder goals and expectations.

CORE COMPETENCIES

Marketing Campaigns
Brand Development
Social Media Strategy

Project Management
Media Research & Buying
Driving Social Engagement

Cross-Functional Collaboration
Social Media Expertise
Marketing Communications

PROFESSIONAL EXPERIENCE

PR AND COMMUNICATIONS MGR | SYMBOLIQ MEDIA

2018-19

- Oversaw the creative for 15+ social media accounts, placing a strong focus on growing the social following and representing the brand tonality.
- Developed and implemented a calendar and posting cadence, resulting in significant improvements in exposure and drove organic engagement.
- Personally drafted and edited Press Releases as clients' needed.
- Curated engaging content for websites in order to improve SEO quality as well as user experience.
- Provided well researched market analysis' for potential new clients.

RELATED PROJECTS

COPYWRITER | ADVERTISING AND PR CAMPAIGN

2018

- Served as the Creative Strategist and Social Media leader for the UNL Ad Club, and oversaw the strategic direction of the club's social brand.
- Personally curated posts and composed captions for Instagram, placing a strong focus on growing the social following throughout and user engagement.
- Developed and implemented a calendar and posting cadence, resulting in significant improvements in exposure and user engagement.
- Created the parameters, milestones, and projections for the social campaign, and secured buy-in from the team; pitched the campaign to the client, who selected the agency to perform the work.

RESEARCH ANALYST & CREATIVE STRATEGIST | ADPR

2016

- Supported an in-depth research project, serving as the Creative Strategist and Research Analyst for ADPR, driving end-to-end strategy development on the project.
- Led brainstorming sessions to determine engaging advertising, marketing, and communications strategies; included customer input into research.

COMMUNITY ENGAGEMENT

Chair, Ritual Committee | Alpha Chi Omega Women's Fraternity (2017 – 2018)

Elected by peers as Chair of the Ritual Committee, overseeing community engagement and outreach projects for the fraternity. Coordinated with vendors to plan events, and managed community stakeholder communications.

EDUCATION & CERTIFICATION

UNIVERSITY OF NEBRASKA, 2018

Bachelor of Journalism | Advertising and Public Relations, Minor in Communications

Hootsuite Certified, Found Certified Professional Directory

MS Office Suite (Word, Excel, Outlook, PowerPoint) | Chrome | Google Docs |
Pages | Keynote | Numbers | Adobe Creative Cloud (Illustrator, InDesign, Lightroom, Premier)