

Professional Experience

Marketing Associate

Darby Lanes, Philadelphia, PA | May 2019 - Present

- Participate in all forms of marketing activities, including social media, content creation and SEO and SEM
- Create content for blog posts, landing pages and social media posts to further marketing endeavors
- Post content on social media based on the provided social media calendar
- Attend weekly meetings to discuss the status of various campaigns and brainstorm how to address potential pain points

Marketing Intern

Small Co Ltd, Philadelphia, PA | May 2018 - August 2018

- Worked with marketing team members to create campaigns that resonate with corporate agendas
- Oversaw photo posts across numerous platforms, including Facebook, Instagram and Twitter
- Partnered with associates to create text posts and choose hashtags for campaigns
- Provided input on the direction of campaigns, including making content and distribution suggestions
- Created content for blog posts and corporate memos

Education

Bachelor of Arts, Advertising/Public Relations

Pennsylvania State University, State College, PA | August 2015 to May 2019

Tania Thompson

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Enthusiastic marketing professional with 2 years' experience in social media marketing across many platforms, including Facebook, Twitter, Instagram, Snapchat and Pinterest. Familiar with media that includes live videos, video, photos and text. Passionate about building connections, one click at a time.

Key Skills

- Content marketing
- Digital marketing
- Google Analytics
- Hootsuite
- Microsoft Office
- Social media