

Thomas Thompson
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Profile

Recent graduate in Communication and Marketing. Passionate about using social media to make connections and using images, video and the power of words to attract followers and drive sales. Experienced in Facebook, Twitter, Instagram, Snapchat and Pinterest.

Key Skills

- Social media
- Digital marketing
- Content creation
- Google Analytics
- Microsoft Office
- Content calendars

Education

Bachelor of Science in Business Administration, Marketing, University of Pittsburgh, Pittsburgh, PA

August 2016 to December 2019

- Minor: Communications

Professional Experience

Marketing Intern, Marketing Services Corp, Pittsburgh, PA

January 2020 - Present

- Assist marketing team members in creating campaigns, including brainstorming ideas, proposing metrics and creating publication plans
- Manage company Pinterest account, making posts based on campaigns in place and the social media marketing calendar
- Create copy for landing pages and banner ads and upload to the Internet using in-house web resources
- Handle administrative tasks, including taking notes in meetings, creating team documentation and running daily analytics reports

Social Media Intern, Bluebell Marketing, Pittsburgh, PA

May 2019 - August 2019

- Assisted with all aspects of managing the corporate Instagram account, including connecting with other pages and posting content
- Participated in weekly strategy meetings to determine the proper direction for current and future campaigns
- Used Google Analytics data to determine pain points to address in the future
- Monitored comments sections to interact with users and remove spam or problematic comments