

Wendy Winn
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Profile

Results-driven, recent MBA graduate with a focus on digital marketing and social media management. Demonstrated ability to design and execute social and digital campaigns that remain true to brand voice and drive engagement across multiple platforms. Possesses a thorough understanding of dynamic content optimization, remarketing, and advanced targeting tactics.

Key Skills/Knowledge Areas

- Exceptional interpersonal and communication skills
- Proficient in Microsoft Office Suite
- Strong analytical skills and data-driven thinking

Education

Master of Science in Business Administration

University of Southern California, Los Angeles, CA, September 2018 - June 2020

Courses Completed:

- Microeconomics for Managers
- Advanced Digital Marketing and Strategy
- Ethics, Corporate Culture, and Social Responsibility
- Digital Transformation in Business
- Economics and E-Commerce

Bachelor of Science in Marketing, Minor in Social Media and E-Marketing Analytics

University of San Diego School of Business, San Diego, CA, September 2014 - June 2018

Coursework completed:

- Digital, Mobile, and Social Media Marketing
- Strategic Brand Management
- Digital Analytics
- Market Research and Consumer Behavior

Professional Experience

Social Media Manager, Bachmeier & Co., Santa Monica, CA

June 2017 - Present

- Work cross-functionally between technical and non-technical teams
- Develop remarketing and advanced targeting tactics to meet KPIs and marketing objectives
- Manage, evaluate, and optimize social media campaigns for Facebook, Twitter, and Instagram
- Regularly partner with regional marketing teams to consult on marketing strategies

Assistant Sales Manager, The Gap at Sun Hills Mall, Reseda, CA

June 2014 - March 2017

- Ensured consistent execution of standard operating procedures
- Supported processes to drive store sales and deliver results through a customer-centric mindset
- Leveraged omnichannel strategies to deliver a frictionless customer experience
- Recruited, hired, and trained highly productive Brand Associates