

# Finn Harwood

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Highly-educated marketing and communications professional with three years experience in marketing. Google Analytics and HootSuite-certified individual, talented at developing strategic partnerships and managing others. Recipients of AdAge South Carolina award for Best B2B Campaign.

## Education

### Master of Arts in Integrated Marketing and Management Communication

Florida State University,  
Tallahassee, FL, May 2018

### Bachelor of Science in Strategic Communication, Concentration in Social Media Management

Liberty University, Tallahassee, FL  
May 2016

## Key Skills

- Public Relations
- Team Building
- Social Media
- Analytics
- Adobe Creative Suite

## Certifications

- Google Analytics IQ Certification, 2018
- HootSuite Social Marketing Certification, 2017

## Professional Experience

### Content Marketing Manager

United Way, Charleston, SC | August 2019 – Present

- Create, maintain, and delegate assignment for an editorial calendar for web, email, and social media platforms.
- Supervise two employees and occasionally freelancers.
- Led SEO optimization efforts for the website, which improved organic search visits by 30%.
- Establish guidelines and templates for brand use to protect the United Way brand.
- Develop effective media relations and train marketing associates in this area.

### Marketing Associate

Sunbelt Rentals, Charleston, SC | June 2018 – July 2019

- Created and implemented strategies and campaigns that engaged all levels of stakeholders.
- Translated data into actionable information for sales and social media teams.
- Worked with subject matter experts to design and execute more effective marketing strategies.
- Received local Ad Age award for Best B2B Campaign.
- Spearheaded three strategic partnerships with other businesses in the region.