

REANNE MOSS

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EDUCATION

Bachelor of Science in Business

University Of Texas, Tyler, Tx,
September 2016 - June 2020

Coursework completed:

- Principles of Marketing
- Retailing in the 21st Century
- Consumer Behavior
- Personal Selling

KEY SKILLS

- Detailed knowledge of Microsoft Office Suite and Adobe InDesign software
- Strong multitasking and prioritizing ability
- Adaptable and efficient
- Excellent interpersonal skills
- Clear written and verbal communicator

Enthusiastic and creative recent marketing graduate with a strong grounding in online advertising principles and consumer behavior. Excellent understanding of SEO optimization strategies with well-developed copywriting skills. Driven and committed work ethic and able to work efficiently under own initiative and in collaboration with colleagues.

PROFESSIONAL EXPERIENCE

Communications and Digital Marketing Intern

American Quarter Horse Association, Amarillo, TX | July 2020 - Present

- Create engaging copy and work collaboratively with experienced colleagues to edit existing content for SEO purposes
- Use performance metrics to assess campaign success and identify opportunities for improvement
- Participate in team meetings and contribute original ideas for social media marketing campaigns
- Assist the marketing team with managing the organization's Facebook, Instagram, and Twitter presence

Retail Sales Associate

PetSmart, Amarillo, TX | June 2017 - July 2020

- Created marketing displays and demonstrated products to customers enthusiastically and professionally
- Listened carefully to customers' problems and requirements to generate useful and cost-effective solutions
- Worked flexibly across numerous roles, including animal care, salon assistance, and POS system operation
- Stepped into a leadership role as required and supervised colleagues to cover management absences