

Laura Addison

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Dynamic and versatile graduate and marketing professional with a strong understanding of modern marketing best practices and strategies. Highly skilled in both digital and print marketing. Experienced in performing marketing research to develop and implement multi-faceted marketing solutions that drive engagement across all platforms and generate conversions.

Key Skills

- Social Media Marketing
- Print Advertising
- Market Research & Analysis
- Branding
- Communication Skills

Professional Experience

Junior Marketing Associate

J3 Consulting, Charlotte, NC | July 2020 – Present

- Create and maintain a content marketing schedule for the company's social media channels, including LinkedIn, Facebook, and Twitter
- Work with marketing team to implement a revamped social media strategy that increased engagements by 128%
- Assist in the creation of graphics to accompany social posts

Social Media Marketing Intern

D&E Agency, Charlotte, NC | May 2019 – August 2019

- Managed agency's social media accounts and engaged with followers to maintain a positive brand image
- Used platforms like Buffer and Hootsuite to schedule social posts and increase company's social following by over 50,000 followers
- Set up paid advertising campaigns on platforms like Facebook and Google Ads

Education

Bachelor of Arts in Marketing,
Marketing Analytics Concentration, GPA 3.6

The University Of North Carolina At Charlotte Charlotte, NC
September 2016 – May 2020

Courses Completed:

- Marketing Research
- Marketing Analytics
- Marketing Strategy Consultancy
- Digital Marketing and Web Analytics