

MARJORIE MARKETER

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EDUCATION

*Bachelors of Business
Administration in Marketing*
Spring 2017

University of West Georgia
Carrollton, GA

SKILLS

Software:

- Microsoft Office Suite
- Adobe Photoshop
- Adobe Dreamweaver

Social Media:



Additional:

- Project Management
- Event Planning
- Public Speaking
- Sales
- Photography

ORGANIZATIONS

UWG Management Club
Participating Member
Spring 2013 – Present

Relay for Life
Volunteer Leader
August 2015 – Present

SUMMARY

Dynamic Marketing student with a passion for design and customer outreach. Experienced in online marketing, developing advertising plans, and market research. Understands the power of social media in increasing brand loyalty with experience in all major platforms. Ability to manage projects, meet deadlines, and achieve success all while maintaining superior customer satisfaction.

PROFESSIONAL EXPERIENCE

Digital Marketing Intern

Southwire Company, LLC., Carrollton, GA August 2015 – Present

- Collaborates with Marketing staff to develop new marketing strategies for Human Resources/Recruiting.
- Assists in managing Twitter, Facebook, Instagram, and Twitter accounts with a goal of showcasing Southwire's "Best Place to Work" culture at the Carrollton, GA location.
- Develops new marketing techniques using research on social media trends.
- Photographs Southwire employees in candid moments and professionally edits/corrects them using Photoshop as needed.
- Manages seasonal projects, including Relay for Life, for which Southwire raised over \$9,000 at the Carrollton location alone.

Office Assistant

Dental Center of Carrollton, Carrollton, GA May 2013 – July 2015

- Assisted patients with scheduling, insurance, and payments.
- Responded to inquiries on social media, including Facebook, Twitter, and Google+.
- Created images to match special event postings using Photoshop.
- Created new website design using Dreamweaver.

ADDITIONAL EXPERIENCE

Volunteer

River Trail Assisted Living July 2010 – Present

- Assists residents with crafts, providing them with companionship.
- Photographer at special events and around holidays.
- Assists with creating monthly newsletter.

Team Member

Target, Carrollton, GA October 2011 – May 2013

- Provided excellent customer service with a goal of increasing sales and encouraging customer retention.