

Elizabeth Bandy

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Highlights

Project Management

- Oversaw content and UX for over 30 websites, including successful migration to WordPress
- Managed ad agency's largest account, \$11 million dollars, with seven lines of business
- Facilitated nationwide campaigns for Purina, Explore Minnesota Tourism, Land O'Lakes
- Fulfilled over 100 digital, print, TV, radio and marketing contracts

Content Development and Social Media

- Photographed and wrote social media posts for Nature Valley Granola Bars
- Directed international adoption agency's social media campaign, increasing reach by 40%
- Wrote two travel blogs with over 30,000 combined impressions

Event Planning

- Directed non-profit's first awareness event, culminating in 10,000 total impressions
- Directed NGO's first 5k fundraising event, exceeding monetary goal by 30%

Management

- Managed teams of interns
- Managed committees of 15 peers

Skills

Project Management

Digital Production

Reporting

Email Service Providers (ESPs)

Google Analytics

Agile Methodologies

Event Planning

Budgeting

Adobe CC

WordPress

Social Media Marketing

Content Development

Content Management Systems

Excel, Word, PowerPoint

HTML

Professional Experience

Marketing Manager

01.2016 – present

David Eccles School of Business

Salt Lake City, UT

- Manages user experience (UX) and strategy for 30+ websites, including successful migration from Drupal to WordPress
- Deploys marketing campaigns for key programs and owns implementation from ideation to execution
- Produces valuable and engaging content for websites and blogs to attract and convert target groups
- Builds strategic relationships and partner with key industry players, agencies and vendors

- Manages team of staff and interns to create engaging creative
- Promoted to Marketing Manager from Communications Specialist within nine months

Adventure Travel Blogger 01.2015 – 12.2015

ElizabethBandy.com International

- Fulfilled dream of solo, around-the-world rock climbing, trekking, and volunteering trip
- Website earned more than 20,000 unique impressions

Social Media Content Developer 09.2013 – 07.2015

General Mills Freelance

- Freelance content contributor for General Mills' Nature Valley Granola Bars social media channels

Project Manager 01.2013 – 01.2015

Colle + McVoy Advertising Agency Minneapolis, MN

- Managed nation-wide print, digital, and brand campaigns using agile methodologies
- Motivated diverse groups of people to deliver powerful creative on time and under budget
- Provided creative solutions for problems, minimizing impact on quality, cost, and schedule
- Tracked project progress, reported to team in weekly meetings

Marketing Coordinator 01.2013 – 01.2015

Embracing Children Adoption Services Minneapolis, MN

- Conceptualized directed 5K fundraising event with 272% return on investment (ROI)
- Directed full rebrand including logo, messaging, and look/feel, and web presence
- Optimized presence on Facebook, Twitter, Instagram, LinkedIn, increasing reach by 40%

Lead Project Manager 10.2009 – 03.2011

MLT Group Advertising Agency Rochester, MN

- Client facing lead project manager, overseeing brand, web, SEO, and print projects
- Created social media strategies and brand guidelines for clients

AmeriCorps* Marketing Associate 09.2008 – 09.2009

Ashoka's Youth Venture Concord, NH

- Directed inaugural celebration event, managing committees, recruiting sponsorships, and eventually exceeding financial goal
- Mentored teens to create and grow their own NGO or social enterprise through marketing workshops and ongoing support
- Learned HTML and used it to update company website

Volunteering

Marketing Consultant

Purnaa

Rock Climbing Guide

Asia Outdoors

Mock Interviewer

Twin Cities Rise!

Organic Farmer

WWOOF

YMentor

YMCA

Tutor

People Serving People

Education

