

EDUCATION

Bachelor of Arts in English, Carleton College: GPA 3.6

Graduated June 2016

Study abroad: Paris, 2014

EXPERIENCE

Marketing Admin : THE ACKERBERG GROUP, Minneapolis, MN

June '16 to Present

- Administered and updated website. Reduced down time, improved property SEO rankings, and added visual appeal through thoughtful and careful updates. Performed a security overhaul.
- Managed all social media accounts- from idea generation to design to uploading. Innovated social media posting through scheduling apps and content calendars. Data driven results tracking. Coordinated owned, earned, and paid social media channels.
- Created internal and external reports on properties and investment opportunities, including the copywriting and the design and production of documents.

Copywriter : FREELANCE

Summer '14 to Present

- Blog, email, social media, press release, research report, and business development content for various Minneapolis and international businesses.
- Specialized in emerging technologies, real estate, and SaaS.
- Ghostwritten four ebooks.

Internet Marketer / SEO Intern : POWEROBJECTS, Minneapolis, MN

Summer '15

- Edited and designed client success stories using existing templates.
- Managed social media, including scheduling, blogs, and shareable graphics to make a highly technical product more accessible.
- Analyzed weekly SEO data and paid social advertising to promote their CRM blog.

Marketing & Design Intern : WISE INK CREATIVE PUBLISHING, Minneapolis, MN

Summer '15

- Designed promotional material for client outreach, including plot worksheets and tabling materials.
- Managed social media, including scheduling posts, blogs, and shareable graphic content. Twitter following increased by 437 people, Facebook engagement up 45%. Monitored trends in the publishing industry and reported on them.
- Designed Teresa Thomas's book interior (Win/Win Connections) and represented Wise Ink at her networking event.

Social Media/Marketing Intern : PEOPLE SERVING PEOPLE, Minneapolis, MN

Summer '14

- Managed all social media accounts and designed shareable content with inspirational sayings, facts about homelessness, and images of PSP events that increased Facebook shares by 80%.
- Designed ads for the yearly charity gala that appeared in the Star Tribune and MSP Magazine.
- Consulted on a website redesign and produced a web report on the site.

Graphic Designer : CARLETON COLLEGE CREATIVE SERVICES, Northfield, MN

Fall '14-June'16

- Designing posters for campus events, updating image database metadata, assisting on promotional photo shoots.
- Updated campus sexual assault and board of trustee booklets.

TECHNICAL SKILLS

Adobe Creative Suite:

InDesign

Photoshop

Illustrator

Google Analytics

Wordpress

CRM

SEO

Market research

Social Media

French (fluent)

Trello

Slack

Copywriting

HTML

CSS

Blogging

Buffer

PowerPoint