




ELISABETH WARRICK

MARKETING & BRAND STRATEGY

Experienced professional and December 2017 MBA candidate seeking a career in marketing or brand strategy

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MBA EXPERIENCE

REDEXTER – Spearheaded consumer research and identified go-to market plan for a wearable technology startup

FLOCK SAFETY – Developed brand identity and marketing strategy for a security technology startup

GE – Delivered strategy recommendations to increase e-commerce engagement across EMEA

SWEETWATER BREWING CO. – Delivered action plan to grow market share in competitive craft beer industry

MEGGITT – Evaluated opportunities and developed a plan for optimizing B2B market expansion

EDUCATION



2015-2017
GEORGIA INSTITUTE OF TECHNOLOGY
Masters of Business Administration (MBA)
Marketing & Innovation



2003-2007
UNIVERSITY OF GEORGIA
Bachelor of Arts, Cum Laude
Journalism & English

PROFESSIONAL EXPERIENCE

Sr. Communications Specialist
COX AUTOMOTIVE, 2012-2017

- Developed digital communication plans and managed programs and events for internal clients, including Marketing, Technology, Finance, and New Ventures
- Managed communications on behalf of the CMO and CTO
- Promoted from Communications Specialist in 2014

Assistant Editor
ASHRAE, 2009-2012

- Initiated ad placement process in printed publications to increase sales of complementary titles
- Developed the ASHRAE Terminology wiki, a 1500-term searchable glossary to provide added value for members

Managing Editor
PEACHTREE MEDIA GROUP, 2008-2009

- Managed a team of in-house graphic designers and 10 freelance contributors to deliver 24 publications annually

SKILLS



BRAND STRATEGY



DIGITAL MARKETING



PROJECT MANAGEMENT



WRITING & COMMUNICATIONS

EXPERTISE

CREATIVITY
STRATEGIC THINKING
COLLABORATION