

ACCOUNT REPRESENTATIVE

Professional Summary

I am a social media and public relations professional, experienced in creating direct-to-consumer and internal communications for global brands. I am also the founder of @Wandering_for_Eats, a foodie Instagram brand with over 3.5k followers and multiple partnerships with local businesses in Hudson County, New Jersey.

Skills

- Social Media Strategy
- Digital Marketing
- Content Development
- Copywriting
- Photo Editing
- Microsoft Office Suite
- Ads
- C
- Content
- Content Development
- Copywriting
- Client
- Delivery
- Email
- Finance
- Financial
- Leadership
- Letters
- Marketing strategy
- Marketing
- Materials
- Meetings
- Microsoft Office Suite
- Network
- Photo Editing
- Profit
- Proposals
- Quick
- Recruitment
- Research
- Sales
- Stories
- Strategy
- Television
- Articles

Work History

04/2016 to Current

Company Name

- Organically increased Instagram following over 200% from 1k to 3.5k in the past four months, and achieved an average engagement rate of 12.2%.
- Continuously growing followers by optimizing my social media strategy.
- Collaborate with brands and local restaurants on sponsored posts, including creating content and copy, photo editing, and quick and informative engagement with the audience of each post.
- Produce weekly sponsored "coziness" videos published on my Instagram Story in collaboration with a local food delivery service, and provide weekly analytics reports to the brand's marketing manager.
- Research local restaurants and create value-added content for daily Instagram Stories and Feed posts.

Account Representative , 03/2019 to 05/2020

Company Name " City , State

- Developed campaign materials including social media plans with paid Twitter ads, program announcements, pitch letters, and satellite media tour alert copy for multiple Johnson & Johnson pharmaceutical brands.
- Created internal communications for Janssen, including daily media monitoring reports for C-suite executives, company-wide emails, LinkedIn articles published by leadership, training videos, and internal television slides "Provided updates on running projects and set project-based goals in weekly client meetings.
- Compiled research on pharmaceutical brands and their campaigns to find new business opportunities.

Management Trainee , 06/2016 to 10/2018

Company Name " City , State

- Led operations of 4 Café departments concurrently, including overseeing 4 Team Leaders and 30+ employees.
- Successfully planned and led Café operations for Super Bowl 2018 and Catering operations for Thanksgiving 2017, increasing sales 40% year-to-year and ranking #2 in the company for sales, respectively.
- Trained 10+ managers and 50+ employees for 2 store openings and led teams for the first month of openings.

Human Resource and Recruiting Intern , 01/2015 to 12/2015

Company Name " City , State

- Created and implemented social media network growth plans for 5 Financial Advisors via LinkedIn.
- Secured over 10 interviews per week for Advisor candidates, via email marketing strategy that I curated.
- Founded the Women in Finance Internship to drive recruitment of entry-level women Financial Advisors.
- Developed and pitched grant and internship program proposals for non-profit and corporate funding, securing over \$6k in funding.

Education

Master's Degree : Communication and Media Studies , 05/2018

Rutgers University - City , State

GPA: 3.83

Bachelor's Degree : Communication and Women's & Gender Studies , 05/2016

Institute for Women's Leadership - City , State

Leadership Scholars Certificate : 05/2016

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- Copywriting Photo Editing Microsoft Office Suite,
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