**Marketing**

# **General Grizzly**

Lawrenceville, GA 30043 | 678-407-5702 | careerservices@ggc.edu | linkedin.com/in/sherriegoodman

## Education

**Georgia Gwinnett College** - Lawrenceville, GA

**School of Business, AACSB Accredited**

Bachelor of Business Administration, Marketing concentration December 20XX

## Highlights

Brand development

Product planning and market research

Multi-media marketing

Creative graphics

Social media management

Brochure design and layout

## Professional Experience

**Marketing Assistant Intern** March 20XX – Present

Creative Loafing – Atlanta, GA

* Write, edit, and produce content for both print and digital communications including social media, email, and newspaper with approval from director
* Assist with development and implementation of company marketing strategy
* Contribute to the planning, research, and execution of company campaigns and events
* Create new graphic design creations for digital items leading to a 15% increase in clicks using Adobe creative suite
* Manage social media platforms such as; Facebook, Twitter, Instagram, and Snapchat

**Social Media Manager** April 20XX – May 20XX

Gwinnett Chronicles – Buford, GA

* Created and managed social media platforms using Hootsuite such as; Facebook, Twitter, Instagram, and Snapchat
* Implemented digital images created in Adobe InDesign to update the content for the county quarterly magazine
* Established a positive online presence connecting readers back to the print magazine

## Volunteer Experience

Junior Achievement of Georgia – Atlanta, GA Summer 20XX

* Led student groups of 10-15 through Junior Achievement BizTown simulation
* Answered student questions related to marketing and finance objectives

## Accomplishments

*International Collegiate Conferee and Case Competition* April 20XX

**AMA Collegiate Website Competition, Winner**

## Professional Associations

**American Marketing Association**, Student Member May 20XX - Present