Michelle Clark

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# Objective

Performance-driven individual, technologically-savvy and self-taught in the field of Marketing and Analytics. Searching for a Marketing Coordinator or Managerial role where I can use my business and management education to effectively execute marketing campaigns and operations.

# Education

## Florida State University

### B.A. Marketing Communications

May 2016

GPA – 3.5

# Relevant Coursework

|  |  |
| --- | --- |
| * Content Creation * Content Marketing Strategy * Social Promotions * Lead Nurturing * Conversion Optimization | * Topic Clusters * Email Marketing * Social Media Marketing * SEO – Intermediate * SEO - Advanced |

# Skills

* Interpersonal skills
* Analytical and problem-solving skills
* Organizational skills

# Relevant Experience

## University of California

### Research Experience for Undergraduates Intern

Jan 2012 – Mar 2012

* Attended lab group meetings, developed presentations, conducted successful research projects and recorded results within a thesis paper.
* Organized and maintained lab instruments, equipment and reagents.
* Cleaned, maintained and assembled the extruder and its auxiliary parts and implemented the frequent calibration of liquid feed pumps and solid feed hoppers.

# Professional Experience

## Vanguards Limited

### Junior Manager

Apr 2012 – Jun 2014

* Identified and qualified prospective clients through research and marketing strategies such as social media listening, search engine optimization, and other advertising models.
* Contributed to the development of an automated weekly payroll system, and used it for surreptitious tasks such as sales and marketing.

# Honors & Activities

* Influencer Marketing Awards, 2012
* Global Marketing Day Awards, 2009

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