Stephanie Robinson

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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, Tallahassee, FL

 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
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# Skills

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

# Relevant Experience

## University of California

Jan 2012 – Mar 2012

### Research Experience for Undergraduates Intern

* 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

Apr 2012 – Jun 2014

### Junior Manager

* Identified and qualified prospective clients through market research and marketing strategies
* Used social media listening, search engine optimization, and other advertising tactics to fulfill our brand audience.
* 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, 2009
* Global Marketing Day Awards, 2008

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