

Spencer Wilson

MARKETING
COORDINATOR

CONTACT

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ABOUT ME

I am a recent Marketing graduate seeking a full-time position in the field of social media and marketing where I can apply my skills for continuous improvement.

EDUCATION

2017-2021 **University of Arizona, Eller College of Management**
Bachelor of Science in Business Administration
Major: Marketing

PROFESSIONAL & LEADERSHIP EXPERIENCE

- EMPLOYCO USA**
Social Media Strategist
- Aug 2021 - Present
- Support the development of new client proposals and sales collateral
 - Coordinate commercial production and messaging to match the Employco brand
 - Responsible for the outreach to potential new podcasts
- May 2020 - Jan 2021 *Social Media Strategist*
- Developed a social media strategy to increase the following of the company's accounts
 - Crafted compelling visuals to engage audience
 - Designed COVID webinar email marketing material
- May 2019 - Sept 2019 *Brand Strategist*
- Facilitated corporate team building activities
 - Analyzed marketing campaign of competing firms
 - Coordinated sales meetings with prospects and president of firm
- May 2018 - Aug 2018 *Assistant Event Coordinator*
- Managed \$15,000 budget for national YPO event
 - Assisted in coordination and presentation of Employco USA corporate events
 - Represented Employco USA at ESCA sales conference in Carlsbad, California
- 2014 - 2018 **TOM KOLOVOS IMAGE CONSULTING**
Executive Assistant
- Corresponded weekly with VP of Operations to formulate new ideas for growth
 - Interacted with VIP clients as well as store managers of high-end fashion retailers and boutiques
 - Prepared invoices, special orders, and tracked deliveries
 - Responded to client requests and phone calls in order to maintain excellent customer service

SKILLS & INTERESTS

SKILLS

- PROJECT MANAGEMENT
- PROCESS IMPLEMENTATION
- ADOBE PHOTOSHOP AND LIGHTROOM
- CANVA

INTERESTS

- REAL ESTATE
- STOCK INVESTMENT
- GRAPHIC DESIGN
- TRAVEL
- FITNESS