

Elizabeth Fehrman

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EDUCATION

State University of New York (SUNY) College of Oswego

Marketing BS / Communication & Social Interaction Minor

Anticipated May 2018

GPA: 3.71; Major GPA: 3.64

OBJECTIVE: An ambitious team player, with social media advertising experience. Seeking to obtain a position, in a fast pace environment, that will enable me to utilize my professional skills.

PROFESSIONAL EXPERIENCE

Advisory Council Co-Chair

May 2017 - Present

School of Business, Oswego, NY 13125

- Collaborate with the Dean of School of Business in planning a Business Symposium for over 100 attendees
- Monitor activities of 10 student-led organizations with the help of executive board members
- Contribute ideas to improve the studies and engagements for the School of Business programs

Marketing Intern

June 2017-August 2017

The Digital Hyve, Syracuse, NY 13204

- Collaborated with staff to create social media advertisements
- Attained Google AdWords Certification
- Attended 2 trainings for different aspects of digital marketing

Marketing Intern

December 2016- January 2017

Crowley Insurance Agency Inc., East Syracuse, NY 13057

- Composed 1 print and 50 social media ads, 2 blog posts, and a 10 month digital marketing plan
- Created and adjusted customer database systems
- Prepared insurance renewals and umbrella packages for 35 customers
- Interacted with company executives to create social media and marketing strategies

Camp Counselor

June 2016- August 2017

Town of Cicero Park & Recreation, Cicero, NY

- Maintained a positive attitude and working relationship with staff, participants, and their family
- Supported participants in counseling and participation
- Supervised participants in games, meals, activities, special events, and everyday tasks

ACTIVITIES / VOLUNTEER WORK

- American Marketing Association, President, VP of Special Events
- Teaching Assistant, Marketing Principles
- Del Sarte Dance Club, Member
- Intramural Sports, Captain

AWARDS / CERTIFICATIONS

- Google AdWords Certification
- President's List
- Dean's List
- Academic Excellence Scholarship
- Google Analytics Certification- Anticipated March 2018
- Dollars for Scholars Award
- Family & Consumer Science Childhood Education Certification