

Savannah B. Azize

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WORK EXPERIENCE

The CoBE Institute

April 2019 - Present

CoBE is an Associate-Led organization that bridges the gap between the academic and professional world for students through real-world experience with domestic and international clients.

Conway, SC

Associate Director of Operations

- Member of the Executive Committee where I serve as the organization's Associate Director of Operations
 - Responsible for overseeing the Institute's Committees, Projects, and overall operational/organizational management.
 - Effectively manage 6-8 projects, and 4-5 committees a semester

Associate Director of Marketing

- Member of the Executive Committee where I served as the organization's Associate Director of Marketing
 - Developed the organization's social media strategy and managed all social media accounts
 - Increased social media platform followings by: Facebook – 20% Instagram – 61% and LinkedIn – 94%

Project Lead

- Serve as a project lead where I lead 1-2 projects a semester.
 - Lead a project that researched and analyzed car rental marketing practices within the United States versus those in the United Arab Emirates to assess best practices for an overseas App-Based car rental company, *ekar*.
 - Lead and completed an in-depth video marketing strategy to increase consumer engagement and produced 10+ videos for *The Power of Elderberries*.

Business Consulting Associate

- Serve as a business consultant where I work with 2-4 clients a semester.
 - Devised in depth research of best practices for having an efficient handbook in the workplace for *Front Light Building Company*.
 - Worked on an analysis of the digital marketing strategy for *Visit Myrtle Beach* in order to provide recommendations to increase reach, and aided them in gaining over 10,000 followers in just 3 months.
 - Garnered just under \$400 through a partnership campaign with *BeReal* in order to fundraise for the Institute, bringing in 62 new users.

Pierpont Communications

August 2021 - December 2021, August 2022 - Present

Pierpont is a premier public relations, marketing, communications, and public affairs

Houston, TX

Agency, focused on delivering measurable outcomes for their clients.

Remote Public Relations Intern

- Complete 5 or more reports for various clients every week.
- Conducted media pitching to hundreds of reporters as events developed.
- Handled daily on the spot press releases, media advisories, website development, content creation and more.
- Assigned a variety of jobs daily and was assigned to 5 or more projects weekly.

Yogen Früz

October 2018 - August 2019

Yogen Früz is a Canadian chain of frozen yogurt and smoothie stores that also serves healthy alternative food products.

Columbia, SC

Marketing Manager

- Created content and posted on the store's social media platforms through Canva and Buffer weekly.
- Responsible for responding to all reviews, comments, and complaints on Google Reviews daily.
- Cultivated specialized promotions each month to generate more customers.

EDUCATION

Coastal Carolina University

AACSB-Accredited E. Craig Wall Sr. College of Business Administration

Bachelor of Science in Business Administration

Major: Marketing | Minor: Psychology | GPA: 4.0

Conway, SC

Anticipated Graduation:

May 2023

- President's List (Fall 2019 – Present)
- Member of the American Marketing Association
- Member of Cars of Coastal

ADDITIONAL QUALIFICATIONS

- Proficient on both MAC and PC with Microsoft Office suite (Word, PowerPoint, Outlook, Excel).
- Skilled in Adobe Photoshop, Lightroom, Illustrator, as well as some programming software (Visual Basic and HTML)
- Social Media: Twitter, Instagram, Facebook, YouTube, Snapchat, TikTok, LinkedIn, Canva, Buffer and Hootsuite.
- Trained in efficient and effective written and verbal skills as well as logical thinking to better serve clients
- Skilled in various public relations platforms such as Meltwater, TVeyes, Constant Contact and WordPress
- Certifications: OSHA Certification and CITI Program
- Volunteer Work: Dog Walker (Companion Animal Hospital), Hudson's Heroes (packaged food for those in need)