

# Mandy Holverson

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## Career Objective

As a driven professional, my objective is to join a brand that is dedicated to the preservation and betterment of our planet and its inhabitants. I am seeking a challenging role that will allow me to leverage my diverse background, training, and skills to make a significant impact on the company's success, as well as on society and our collective future.

## Education

SOUTHERN NEW HAMPSHIRE UNIVERSITY | 2022

**Bachelor of Science, Social Media Marketing**

*Honors & Activities:* President's/Dean's List /Phi Theta Kappa Honor Society/Summa Cum Laude 4.0

GOOGLE ANALYTICS ACADEMY | 2021

**Google Analytics for Beginners Certificate**

## Skills and Achievements

- Microsoft Office
- Graphic design via Canva, some Adobe
- Copywriting
- Blogging
- Creativity
- Willingness to learn
- Content creation
- Multitasking
- Out-of-the-box thinking
- Experience with major social media platforms
- Interpersonal communications
- Ability to work independently
- Community management
- Influencer management
- Appeared on Good Morning America as a guest with model Ashley Graham promoting [www.swimsuitsforall.com](http://www.swimsuitsforall.com)
- Model for Spirit Halloween, Sports Authority, and Ashley Nell Tipton's clothing line
- Instagram Micro-influencer with over 2,500 followers

## Experience

### OWNER/OPERATOR | PASSIONATE PET CARE | 2006-PRESENT

- Performed hundreds of in-person interviews with potential clients
- Scheduling/coordinating visits
- Marketing and advertising including minor web design and social media marketing

### OWNER/OPERATOR | YOURS TRULY PLUS SIZE | 2016

- Coordinated multiple store events such grand opening, model search/fashion show, numerous in-store promotions, and meet & greets
- Coordinated influencer marketing campaigns
- Maintained social media presence and created campaigns using still photos, video, and other media
- Researched trends in fashion, social media, and marketing to promote the store more effectively

### GOOGLE LOCAL GUIDE LEVEL 9 | Current

- 4,300 contributions including reviews, lists, answers, photos, and videos
- Over 22 million impressions on contributions
- Over 19 million views on photos
- Top 10% of reviewers in Houston