

# CHRISTINA DAVIS

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## EDUCATION

Marist College

- Graduated *Magna Cum Laude*
- May 2020, GPA 3.68
- BS in *Business Administration*
- Concentration in *Marketing*
- Minor in *Public Relations*

## KEY SKILLS

- Accomplished in project management and content creation
- Well versed in social media management and reputation management
- Managed SEO services and Ad Campaigns through Facebook, Google, and YouTube
- Experienced in Microsoft Office, Adobe Photoshop, WordPress, Google Analytics, Google My Business, Google Search Console, and Microsoft Clarity
- Proficient with Facebook Ads Manager
- Ability to run meetings and conduct sales calls

## EXPERIENCE

*July 2020-November 2021*

**Strategic Marketing Manager** • Aronson Hecht Agency • Wayne, NJ

*(Marketing Coordinator from July 2020-April 2021. Strategic Marketing Manager from April 2021-November 2021)*

- Credited as the corporate liaison between clients and our marketing team
- Ran Facebook Ad Campaigns and worked with the team on Branding, YouTube Ad Campaigns, Google Ad Campaigns, Display Campaigns, and SEO
- Created and managed email blasts and social media posts
- Wrote weekly blogs about marketing tips and trends

*February 2020 – May 2020*

Marketing Intern • Eleanor Roosevelt Center at Val-Kill • Hyde Park, NY

- Rebranded the *Girls' Leadership Worldwide* program to improve recruitment, including creating brochures and forming a community of previous participants
- Created unique and engaging social media campaigns
- Wrote press releases about events and changes within the organization

*May 2019 – August 2019*

Marketing Intern • PR Revolution • Livingston, NJ

- Developed marketing pitches and client lists
- Modified websites and created social media content

*February 2018 – May 2018*

Human Resources Intern • Anderson Center for Autism • Staatsburg, NY

- Designed a management workshop for employees pursuing leadership roles
- Organized staff activities, workshops, and orientations
- Assisted in conducting interviews and recruiting potential hires

*August 2016 – May 2017*

Interviewer • Marist Institute for Public Opinion • Poughkeepsie, NY

- Administered public opinion surveys on hot button issues for top news networks, such as CNN, NBC, and FOX
- Conducted over 200 phone interviews per shift

## AWARDS & CERTIFICATIONS

- Facebook Certified Digital Marketing Associate (2021)
- Marist College Jack Newman Scholarship Recipient (2017-2020)
- Marist College Presidential Scholar (2016-2020)
- Dean's List Recipient (2016-2020)
- Girl Scout Gold Award Recipient (2015)