

Mary J. Coastal

400 Brandymill Blvd. ▪ Myrtle Beach, SC 29588 ▪ (843) 598-5988 ▪ mjcoastal@coastal.edu
Portfolio: <http://mjc.portfoliobox.io/pictures> ▪ LinkedIn: <http://linkedin.com/mjcoastal>

Objective

Senior Marketing major seeking entry-level position in digital marketing & web design

Work Experience

Marketing Assistant September 2022-Present
Radical Ropes Aerial Adventure Park *North Myrtle Beach, SC*

- Promoted Adventure Park through all forms of local advertising, including billboards, print materials, radio commercial and social media marketing
- Assisted with web redesign resulting in a better user experience and simplified reservations process
- Filmed, edited, and uploaded customer testimonials to company website
- Assisted in planning inaugural Summer Kick-Off event for 250+ attendees, which generated \$25,000 in charity donations
- Prepared bi-monthly analytics reports to identify engagement strengths and areas of improvement

Marketing/Communications Intern May 2022-August 2022
High Line Studios, LLC *Charleston, SC*

- Developed and maintained a marketing campaign using various social media platforms
- Created print marketing materials for the firm using Photoshop and MS Publisher
- Trained office manager on how to schedule regular customer updates via Hootsuite and Bullhorn CRM

Sales Associate September 2020-March 2022
Footlocker *Myrtle Beach, SC*

- Sold various brands of athletic shoes, sports apparel, and accessories
- Anticipated customer needs and recommended complementary products
- Consistently met or exceeded quarterly store sales goals

Education

Coastal Carolina University Conway, SC
AACSB-Accredited E. Craig Wall Sr. College of Business Administration *Anticipated Graduation:*
Bachelor of Science in Business Administration May 2023
Major: Marketing | Minor: Graphic Design | GPA: 3.65

Marketing & Design Coursework

- Studied the psychological, social, and economic influences on consumer buying behavior
- Practiced designing marketing research questionnaires, with sampling, collection & analysis of data
- Targeting consumers effectively using mass media, social media promotion and search engine optimization techniques

Economics & Finance Coursework

- Understanding of how local and national events can influence supply, demand, and resources
- Financial decision making with emphasis on working capital and maximizing investment outcomes
- Experienced in creating & managing budgets, sales forecasting and focusing on contribution margins

Additional Qualifications

- Proficient on both MAC and PC with Microsoft Office suite (Word, PowerPoint, Outlook, Excel, Publisher) and CRM software
- Skilled in Adobe Photoshop, Lightroom, InDesign and Illustrator
- Social Media: twitter, Instagram, Facebook, YouTube, snapchat, LinkedIn, Canva, and Hootsuite
- Passion for videography and photography – experienced with GoPro and iMovie
- Volunteer work: serve on Marketing/Social Media Committee for Myrtle Beach Human Society to arrange local networking events, advertisements, design new social media strategy, prepare newsletters, and organize email management system