

Profile

A recent graduate with experience in Sales and Account Management, Market/Data Analysis, Copywriting, and Marketing looking for new opportunities.

Education

Bachelor of Science - Advertising

University of San Francisco – Fall 2017 - Spring 2021

- Graduated Cum Laude
- Key Classes: Persuasion Theory, Social Media Advertising, Media Planning/Buying, Copywriting

Work Experience

Hamlyn Williams –Recruitment Consultant – March 2022 – Present

Specialized recruiting in the Regulatory Affairs and Clinical Development field of the Biotech/Pharmaceutical and Medical Device Industry

- Performed full-cycle 360-degree recruitment, managing both candidates and clients at the Executive, Vice President, and C-Suite levels
- Conducted in-depth, high-level meetings with both candidates and clients in the Pharmaceutical and Medical Device space
- Consistent delivery and placement of candidates for retained and contingent searches
- Conducted market analysis to target new candidates and clients based on market trends, intel from candidates, clinical trial databases, and funding analysis
- Established new Terms of Business with multiple Biotech and Pharmaceutical organizations
- Engaged in Business Development, Lead Generation, Cold Calling, and Account Management
- Managed candidates and clients throughout the interview process, resulting in \$90k+ in billings to date
- Assumed additional responsibilities within organization such as event planning, digital marketing, mentorship/development of new hires, and technical support

Ezoic, Inc. – Sales/Account Manager - August 2021 – March 2022

SAAS sales & client development involving website optimization for digital publishers

- Managed onboarding of multiple clients through 45-day sale period
- Resolved complex issues for clients involving caching, code placement, DNS issues, external IT service software, host, and registrar issues
- Created learning content/provided live tutorials to clients, explaining complex technical issues, utilizing Ezoic software, and Big Data analysis for content and site performance/optimization
- Created email marketing resulting in the highest response rate of new hires for 2021
- Achieved all sales targets set, often reaching 200-300%+ of targets
- Independently managed a large book of business with multiple return clients
- Successfully utilized complex internal software to optimize ad revenue, regularly generating 50%+ increases in revenue over competing ad partners
- Utilized internal data analytics tools to provide insights on user experience, revenue optimization, and SEO for all clients

Deniece Duscheone Interiors – Design Intern – January 2021 – May 2021

- Worked seamlessly in teams and individually to create bi-monthly newsletters
- Conducted email marketing for potential clients and partnerships
- Assembled presentation decks for client meetings

- Storyboarding, copy writing, and design work for various creative projects
- Offered permanent paid position

Immedium Publishing – Marketing & Design Intern - August 2020- December 2020

- Wrote and edited copy for social media ad campaigns resulting in two fully funded Kickstarter fundraisers
- Published, managed, and ran testing for multiple social media ad campaigns
- Wrote copy and created product images for listings of backlogged books
- Arranged for author events with bookstores and museums to promote books

Skills

- Copy writing
- Digital creation tools/Content Management Systems (Adobe Creative Cloud Suite, Canva, Mailchimp, WordPress)
- Search-Engine Optimization
- Office Suites (Microsoft Word, Excel, Powerpoint)
- CRM experience (Salesforce, Vincere)
- Technical Support
- Data Analytics
- Project coordination
- Data Review
- Compliance
- Quality Assurance
- Marketing (Digital Marketing, Video Marketing, Email Marketing, etc.)
- Advertising/Persuasion