

MERI MARGARET FANK

MULTI-MEDIA MARKETER

CONTACT

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Auburn, AL 36830

PROFILE

I am an experienced multi-media marketing specialist with a focus in social media management, content creation, editing, and communication, eager to take the next step in my career.

SKILLS

- Adobe Creative Cloud
 - Premiere Pro
 - Illustrator
 - InDesign
 - Photoshop
- Communication
- WordPress Web Creation & Design
- Cascade Web Editing
- Graphic Design
- Social Media Marketing (Strategy & Management)
- Professional Writing
- Event Coordinating

EXPERIENCE

MARKETING & COMMUNICATIONS SPECIALIST

Auburn University | March 2019 - Present

Department of Biosystems Engineering

- Manages and edits department website and published content
- Head journalist and editor of department newsletter, highlighting yearly department achievements
- Manages all social media accounts and creates quality content in line with the current marketing strategy
- Conducts yearly assessments of social media growth and how it is effecting department growth, enrollment, branding, etc
- Editor of department news articles
- Sole communication contact between 2 upper-level marketing departments
- Head content creator for faculty research projects, clubs, events, and anything department-related (web, social promotion, videos, photos, graphics, etc.)
- In-house videographer and photographer, responsible for filming and editing all department videos
- Designs all promotional print media; including brochures, posters, and recruiting materials

SOCIAL MEDIA MANAGER - FREELANCE

Mary Ann Casey Art | August 2021 - Present

- Handles payments and sales for Mary Ann and her collaborations with different local artists and small producers
- Manages artist's Instagram account, creating content and developing a consistent posting schedule
- Assists in curating art and communicating with galleries to make connections and organize shows

SUPERVISOR

Auburn University | August 2021 - Present

- Direct supervisor of the Biosystems Engineering department's student worker
- Manages the employee's workflow and delegates tasks accordingly, setting clear expectations for the job
- Gives adequate feedback on the employee's job performance and my level of satisfaction

EDUCATION

Masters of Arts in Integrated Marketing, Communications, and Graphic Design

University of West Alabama | Expected May 2022

Bachelor of Science in Business Administration (Marketing)

Auburn University | August 2018

CERTIFICATIONS

- Google Analytics
- Advanced Google Ad Analytics
- Hootsuite Academy - Content Calendar
- Hubspot - Social Media Marketing