

Elizabeth Pniewski

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OBJECTIVE | A senior year Marketing major with a minor in Strategic Media and Culture at West Chester University. Experience with content marketing and increasing engagement through an internship program with a small business in the heart of West Chester. Hands on experience consulting businesses in Chester County, PA focusing on digital marketing strategy. Looking for a career to blend digital marketing and strategic communication.

EXPERIENCE

MARKETING CONSULTANT | August 2020-December 2020

West Chester University
West Chester, PA

- Consulted small businesses in the Chester County area under the supervision of upper level marketing professors
- Completed a strategic analysis on businesses marketing strategy
- Provided strategic recommendations to increase ROI

SOCIAL MEDIA MARKETING INTERN | May 2019-August 2019

Gemelli Artisinal Gelato Café
West Chester, PA

- Managed social media platforms including Instagram and Facebook
- Produced content including photo, video, and interactive polling to increase engagement and click through rate
- Analyzed market trends across the high-end dessert industry and completed a competitive analysis

EDUCATION

WEST CHESTER UNIVERSITY, West Chester PA

Bachelor of Science in Marketing, May 2021
Minor: Strategic Media and Culture
GPA: 3.7

ADDITIONAL SKILLS

- Proficient with Wordpress and Wix
- Proficient with Microsoft Office
- Experience with Adobe applications

CERTIFICATIONS

- Google Ads Search
- Google Ads Video
- Hubspot Social Media