

A. C. FINNEGAN

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PROFILE

Communication professional and recent college grad with over 10 years of experience developing businesses including entrepreneurial and e-commerce ventures. Expertise in social media marketing. Demonstrated ability to create effective online content and promotions to increase followers, customer engagement, and sales.

EDUCATION

Purchase College SUNY, Purchase, NY (June 2015)

BA in Communication and Media Studies; GPA: 3.7

SOCIAL MEDIA MARKETING EXPERIENCE

Mrs. Green's Natural Market, Irvington, NY (April 2016 – October 2016, Part-time)

Social Media Manager (www.mrsgreens.com)

A chain of 14 stores offering natural and organic foods and supplements located primarily in the NY tri-state area

- Developed innovative content for Facebook, Twitter, Instagram, and Pinterest; presented weekly analysis reports to management; increased followers on Facebook by more than 12% in five months
- Posted promotional materials from organic suppliers to enhance the market's brand image
- Photographed in-store joint promotions with healthcare professionals for use on social media
- Developed an editorial calendar to coordinate efficiently social media posts with promotions

General Knot & Co., Bedford, NY (May 2015 – October 2015)

Social Media Analyst (www.generalknot.com)

A U.S. manufacturer of premium limited edition neckwear and accessories featuring rare and vintage fabrics

- Developed and managed social media content on Facebook, Twitter, Instagram, and Pinterest
- Created special online promotions including the "Pink Tie" to support Breast Cancer Awareness Month
- Designed a sweepstakes to liquidate seasonal inventory and increase nonseasonal merchandise sales
- Performed customer research and established a blog to help strengthen brand recognition

ENTREPRENEURIAL AND BUSINESS DEVELOPMENT EXPERIENCE

Picture it Personal, Mahopac, NY (2010 – 2014)

Founder and Co-Owner (pictureitpersonal.com)

A photo art business that uses digital monogramming to commemorate weddings and other meaningful moments

- Created a business plan and built an entrepreneurial venture; achieved sales of 3,500+ prints in Year 3
- Developed and implemented sales strategies using both wedding-related and top popular websites including Amazon.com, Walmart.com, Personalcreations.com, and Etsy.com
- Established additional marketing channels by selling directly to customers at trade shows and craft fairs
- Designed ads and promotions for e-commerce sites; developed email campaigns; wrote blog posts
- Created an "Art with Heart" promotion to raise funds for the "Community Cares" charity
- Pitched an investment opportunity on ABC/CNBC's "Shark Tank"; gained recognition using public relations

Claudia Grispin Performing Arts Center, Mahopac, NY (2006 – 2011)

Children's Performing Arts Instructor

A local arts organization that offers acting classes and holds live performance programs

- Wrote, directed, and produced numerous plays; increased enrollment by more than 50% in two years