

PREP YOUR PATH RESUME SAMPLE

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PROFILE

Communication professional and recent college graduate with over four years of experience developing businesses at 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

Villanova University, Villanova, PA | June 2015
BA in Communication and Media Studies; GPA: 3.7

SOCIAL MEDIA MARKETING EXPERIENCE

Mrs. Green's Natural Market, Irvington, NY | June 2015–Present
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 social media posts with promotions efficiently

General Knot & Co., Bedford, NY | Summer 2014
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 | 2012–2015
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 III
- 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
- Pitched an investment opportunity on ABC's "Shark Tank"; increased recognition using public relations

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