

Holly Lieberman

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Objective:	To find a job at a kick-ass advertising agency		
Education:	University of Colorado; Journalism & Mass Communication BA Advertising 2013 Concentrations: Entrepreneurship Certificate, TAM Certificate (Technology, Arts and Media - Digital Design and Creative Software)		GPA: 3.6
Experience:			
AdVision Marketing	Digital Marketing Coordinator	June 2013-Present Create digital marketing solutions through SEO, PPC, Inbound Markeng, and graphic design. -Produce SEO analysis and build SEO strategies. Manage keyword campaigns through Google Ad ords and utilize a wealth of marketing tools to provide analytics for clients. Establish conversion rate optimization for online strategies.	
Tie Dye For	Sole Proprietor	May 2012-Present Provide customers with an appreciation for tie-dye -Teach people the art of tie-dye through birthday parties, corporate and special events, farmer’s markets, and bundle order	
ide8 Strategic Marketing	Advertising and Marketing Intern	January-May 2012 Executed advertising and marketing functions -Worked closely with Owner/CEO and Art Director on marketing plans, re-branding projects and various other projects for clients	
Hospice of Saint John	Advertising and Development Intern	Summer 2009 Promoted the non-profit hospice organization -Worked with In-House agency members to produce a radio commercial, created brochures and compiled a cookbook	
	Development Assistant	Summer 2011 Planned a charity golf tournament and solicited donations for the non-profit -Promoted the golf tournament, solicited donations for a silent auction, and participated in event planning	
Dex One Corporation	Marketing and Product Team Intern	Summer 2010 Research and development of marketing functions and smart consumer content -Researched QR codes, provided the team with information needed to place them on phonebook covers throughout the country. Executed phonebook Pick-Up-Point data entry and analysis	
Activities:			
NSCS	National Society of Collegiate Scholars Member (2009-present)		
ΣPA Sorority	Sigma Rho Lambda Sorority House Manager (2010) and Member (2009-2010)		
DECA	Distributive Educational Clubs of America 6th place at Nationals Competition (2009) 1st Place at Colorado State Competition (2009) Member (2008-2009): Created a 30 page business plan and pitch		
Skills:	Basic HTML/CSS, Website Design, Branding, Graphic Design, Pay Per Click, Search Engine Optomization, Flash Animation, Team Leadership Skills,		
Software	Adobe (Photoshop, InDesign, After Effects, Flash, Dream Weaver, Final Cut), Microsoft Office (Word, Excel, PowerPoint)		