

MOIRA KRIER

DIGITAL MARKETER

PERSONAL PROFILE

I am a motivated marketing graduate with a strong and varied digital background seeking to secure a position as a marketing professional in order to utilize my marketing and interpersonal skills with accuracy and efficiency in a productive and goal-oriented environment.

WORK-RELATED SKILLS

- Social Media Strategy
- Hootsuite Platform Certified
- Search Engine Optimization
- Google Analytics
- Copywriting
- Web Design
- Email Marketing
- Adobe Photoshop
- Microsoft Office & G-Suite
- Adobe Creative Cloud

EDUCATION

Kean University

Bachelor of Science in Marketing

- 3.76 / 4.00 GPA
- Mu Kappa Tau Marketing Honors Society
- Lambda Alpha Sigma Honor Society
- Phi Theta Kappa Honors Society

Let's Get in Touch

Number: 609-361-4607

Email: Mckrier1@gmail.com

Portfolio: www.MoiraK.com/Portfolio

LinkedIn: @MoiraK

EXPERIENCE

Social Media Director

Surf City Hotel | May 2019 - Current

- Manages all social channels through monitoring, publishing, and developing content
- Creates, produces, and distributes printed promotional materials
- Shoots and edits photos for social media and website use
- Works with each department head to develop robust and diverse content
- Manages a weekly Facebook and Instagram advertising budget for special events

Office Manager & Marketing Assistant

Coastal Living Real Estate Group | October 2017 - July 2019

- Managed social media content, schedule, and engagement via Hootsuite platform
- Established Instagram account and grew it to 450 followers
- Designed and implemented email marketing campaigns with segmentation and A/B testing
- Maintained and updated the firm's WordPress-based website and aided in a complete design overhaul
- Created SquareSpace-based websites and accompanying marketing materials for each individual high-end property
- Developed a system for managing customer profiles and payment information for nearly 200 tenants across 50 vacation rental homes

Destination Marketing Intern

Southern Ocean Chamber of Commerce | Sept 2018 - Dec 2018

- Conducted market research on websites, publications, and social platforms dedicated to homeschooling and experience-based education
- Developed recommendations regarding Passport to LBI and Southern Ocean Study Abroad programs



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