



MARKETING SPECIALIST

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EXPERIENCE

Marketing & Operations Intern

Jun. 2022 – Present

Guide Property Services

- Developed marketing guidelines and templates to standardize apartment advertising company-wide
- Created a spreadsheet to organize marketing information for over 70 properties
- Collaborated with vendors to develop branding and marketing collateral for a new-construction lease-up project
- Monitored and analyzed agency-run Google Ads account to provide updates to executive leadership
- Worked alongside CEO to prepare an email newsletter updating current and potential investors on the status and expected returns of various renovation/construction projects

Leasing & Marketing Intern

Jun. 2021 – Sep. 2021

Walls Property Management

- Scheduled and conducted 15-25 property showings with prospects weekly, resulting in over 30 signed leases
- Maintained a consistent ad posting schedule, regularly updating to reflect unit availability across 40+ properties
- Updated spreadsheets in Google Sheets for organization and reporting of leasing data

Advertising Sales Manager

Jan. 2019 – Apr. 2019

The Thunderword Newspaper

- Collaborated with graphic designers and editors to develop and place newspaper ads on a weekly deadline
- Assisted clientele in determining design and layout of print advertisements and provided cost estimates

Marketing Intern

Summers of 2016-2018

The Robbins Company

- Leveraged technical writing skills to create engaging and informative content for Twitter, LinkedIn, and newsletters
- Assisted with venue selection, logistics, and planning of industry events
- Provided key administrative support to senior staff including organizing documentation of print advertisements and maintaining inventory of promotional products

EDUCATION

Western Washington University

Sep. 2020 – Mar. 2023

Bachelor of Business Administration,
Marketing Concentration

GPA: 3.81/4

Highline College

Sep. 2018 – Aug. 2020

Associate of Arts, Business Emphasis

GPA: 3.69/4

SKILLS

B2B Marketing

Copywriting & Editing

Data Analytics

Graphic Design (Canva)

Event Planning

Microsoft Suite