

# BRIANNA BAKER

ASPIRING MARKETER

✉ [brianna.jean9@gmail.com](mailto:brianna.jean9@gmail.com)

☎ (253) 303-2775

📍 Greater Seattle Area

🖥 [BriannaBaker.WordPress.com](http://BriannaBaker.WordPress.com)

## EDUCATION

### BACHELOR OF BUSINESS, MARKETING

Western Washington University  
September 2015 - June 2017

### ASSOCIATE OF BUSINESS

Pierce College  
September 2013 - June 2015

## CERTIFICATIONS

### GOOGLE

*Google Analytics Certification*  
October 2016 - April 2018

### GOOGLE

*Google Adwords Certification*  
December 2016 - December 2017

### HOOTSUITE

*Hootsuite Platform Certification*  
Does Not Expire

### HUBSPOT

*Hubspot Inbound Certification*  
Does Not Expire

## QUALIFICATIONS

- Understanding of SPSS & Qualtrics
- Familiar with Adobe Photoshop & InDesign
- Proficient at Microsoft Office Suite
- Knowledge of Customer Relationship Management Systems
- Completed HTML and CSS courses through Codecademy

## EXPERIENCE

### MARKETING COORDINATOR/OFFICE MANAGER

BUYERMAX - RE/MAX WHATCOM COUNTY, INC  
AUGUST 2015 - PRESENT

- Strategically market real estate listings through online and print advertisements
- Add properties to the NWMLS (Northwest Multiple Listing Service)
- Manage BuyerMax marketing budget of \$15,000
- Maintain digital marketing strategies; paid social, ad campaigns, lead generation website, email marketing, etc.
- Operate Top Producer CRM system
- Gather, create & schedule social media posts through Hootsuite
- Track and analyze website traffic through Google Analytics
- Produce quarterly electronic newsletters with a 2,500 readership
- Research and implement new marketing techniques to obtain leads and referrals
- Oversee and manage staff schedules, training sessions and job responsibilities

### ADMINISTRATIVE ASSISTANT

WASHINGTON STATE FAIR  
JUNE 2013 - AUGUST 2015

- Provided administrative assistance to the Foundation, Marketing and Competitive Exhibits departments
- Designed signs, posters and decorations for the 2015 Round Up Auction
- Connected with prospective donors to procure additional auction items
- Acted as support staff performing miscellaneous tasks throughout the event night
- Temporarily provided administrative assistance coordinating group sales ticket packages and group sales events
- Researched requested data and routed it to the appropriate staff member
- Entered data into the designated databases and forms
- Managed petty cash, purchase orders and work orders
- Operated the company vehicle to pick up and distribute merchandise to offsite locations