

# MAGGIE SPERRY

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## EDUCATION

### MASTER OF BUSINESS ADMINISTRATION

ROCHESTER INSTITUTE OF TECHNOLOGY-  
ROCHESTER, NY

Concentration in Digital Marketing

### BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION

ROCHESTER INSTITUTE OF TECHNOLOGY-  
ROCHESTER, NY

Major: New Media Marketing

Minor: Advertising and Public Relations

## CAREER SUMMARY

### SENIOR SOCIAL MEDIA STRATEGIST

HEARST/ LOCALEDGE | JUNE 2022- CURRENT

- Responsible for creating, copywriting, editing, and designing paid and organic social media ads and campaigns for Facebook, Instagram, and LinkedIn for over 200 clients at a time
- Analyzed data and metrics to improve campaign performance and give accurate ad quality reviews.
- Spoke with customers about advertising objectives, creative objects, and ad performance.

### STUDENT MANAGER

CTRL ALT DELI | AUGUST 2017-MAY 2022

- Supervise 30+ employees to make sure they are doing their jobs most efficiently.
- Cultivate internal relations among workers and staff
- Prepare and organize instructions and procedures for managers and employees.
- Manage and maintain sales numbers throughout the day for all products, as well as help improve current products and introduce new ones.

### MARKETING ASSISTANT

SAUNDERS COLLEGE OF BUSINESS |  
SUMMER OF 2020

- Worked with a team of 3 to design and initiate the use of a content calendar to plan posts months in advanced
- Wrote and scheduled posts on Facebook, Instagram, LinkedIn, Twitter, and Google MyBusiness. Utilized Social Studios.
- Created weekly and monthly analysis reports for Saunders' social media data.

## SKILLS

- Adobe Photoshop Certified
- Audio Editing
- Advanced Microsoft Excel
- Strong attention to detail
- Google Analytics Certified
- Copywriting
- JMP/ Minitab
- Meta Business Suit
- Hootsuite Certification
- Canva
- Social Studios
- Tableau
- R Studio
- Microsoft Suites
- Graphic design skills
- Marketing Analytics
- Product and Brand Development
- Strong writing and communication skills

## PROFESSIONAL AFFILIATIONS

- Delta Sigma Pi Professional Business Fraternity- Spring 2018
- Marketing Head of Epsilon Lambda Chapter- Spring 2019- Fall 2019

## PROJECTS

- Roch Brewing Marketing Plan
  - Conducted a full market analysis for a local company and developed a creative marketing plan ad strategy with the owner to improve sales and meet their business goals.
- Saunders Freshman Business Plan Competition
  - Developed a business plan for school-wide business completion, including a marketing plan, sample website, and prototype.
  - Worked on a team of 5 for a full year
- Social Media Marketing Plan for Masline Electronics
  - Developed a social media marketing plan for a local Rochester electronics distribution company
  - Completed social media audits of competitors and created a social media calendar for Masline Electronics.
- Digital Marketing Plan for an Urban Design Club
  - Designed a digital marketing business plan for an Urban Design Club on RIT's campus
  - Created a full website and blog to accompany the plan
- Content Calendar for Saunders College of Business
  - Designed a social media content calendar for scheduling and organizing posts months in advanced
  - Developed a way for coworkers and marketing heads to edit and okayed posts before scheduling
- Photo Archive Project
  - Created a comprehensive structure for naming, organizing, and uploading images onto Google Photos and within the photos folders for Saunders
  - Renamed, formatted, and reorganized all of Saunders current and past photo assets