

LINDA BANCROFT

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SUMMARY

Salisbury University Graduate with a communications degree and marketing certification from Columbia Business School seeking employment.

EXPERIENCE

APRIL 2020 - MAY 2020

Social Media Manager, Anchor Health Services

- Worked on a marketing plan for the business through Instagram and Facebook Analytics
- Provided detailed, scheduled posts and stories for the Business on Facebook
- Successfully engaged in more customers through posts and stories

JANUARY 2018 - PRESENT

Social Media Manager, Commercial Model

- Built a quality online following through proven practices
- Created a website that helped boost account in communications using WIX
- Managed the daily interactions and work relationships between Agencies, Fans and Photographers

EDUCATION

MARCH 2021 – JUNE 2021

Columbia Business School: Digital Marketing- Customer Engagement, Social Media, Planning and Analytics

AUGUST 2011 – MAY 2015

Salisbury University: B.A in Communications Media Studies and Theatre

CERTIFICATIONS

- **COLUMBIA BUSINESS SCHOOL** Digital Marketing- Customer Engagement, Social Media, Planning and Analytics- Completed June 16th 2021
- **STUKENT** Mimic PRO- Completed May 16th 2021
- **STUKENT** Mimic Social- Completed June 12th 2021

SKILLS

- Media Planning
- Social Media Marketing
- Search Engine Optimization (SEO)
- Client Relations
- Email Marketing
- Pay Per Click (PPC)
- Google Analytics
- Creative Problem Solving