

Colleen Elizabeth Henry

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Strengths: Communication, Time Management, Discipline, Adaptability, Creativity

EXPERIENCE

Kramer Beverage, Hammonton, NJ

Marketing Communications Coordinator

Feb 2020 – Present

- Utilized Adobe Suite to create posters, content, and updates for internal & external communications
- Generated and interpreted reports using digital media analytics
- Executed and scheduled over 500 on and off-premise sampling promotions
- Partnered with the Marketing Team to promote email marketing strategies
- Strategized, developed, and managed paid digital marketing campaigns on social & email marketing
- Coordinated & managed the publication of Heady Times with five editions throughout the year

Kramer Beverage, Hammonton, NJ

Marketing Intern

Oct 2019 – Feb 2020

- Conducted market research and analysis to gain insight on competition pricing and consumer data
- Assisted in the development of content for social media channels and website
- Supported Marketing Communications Manager with any tasks assigned
- Re-designed and updated office communications board

Walt Disney World Resort, Lake Buena Vista, FL

Merchandise Hostess & Trainer, Disney's Hollywood Studios

Jan 2018 – June 2019

- Developed time management skills in a fast paced work environment
- Utilized sales and marketing strategies while assisting customers
- Performed replenishment of the sales floor and handled inventory
- Advanced to become a Relief Coordinator in Animation Courtyard

Suasion Communications Group

Digital Marketing Intern, Somers Point, NJ

Sept 2017 – Dec 2017

- Performed research and analysis regarding future clients
- Updated and maintained calendar posting for local events
- Wrote and outlined numerous press releases for local organizations

Noyes Arts Garage of Atlantic City

Graphic Design Intern, Atlantic City, NJ

Jan 2015 – May 2015

- Created numerous ads for upcoming events
- Participated in measuring and hanging for upcoming exhibitions
- Updated information using WordPress and utilized Adobe Creative Suite
- Managed and updated calendar events on digital platforms

EDUCATION

Stockton University, Pomona, NJ

GPA 3.7

Graduated December 2017

Bachelor of Arts in Business

Bachelor of Fine Arts in Graphic Design

SKILLS

- Adobe Creative Suite - Microsoft Office - HTML/CSS - Constant Contact - Vertical Response