MARISSA WATKINS

Digital Marketing Creative

PROFILE

Graduated with a B.A. degree in Communication with an emphasis in Marketing and a minor in Nonprofit Management. I'm always looking to be a part of something big and I thrive on new and exciting projects. I enjoy the art of connecting consumers with brands and products. I also have extensive knowledge and confidence in communicating with supporters and volunteers at a statewide and nationwide level.

CONTACTS

Boise, ID | Chicago, IL

(208) 546 - 1701

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EXPERIENCE

FLIGHT ATTENDANT

American Airlines, May 2018 - Present

- In charge of evacuating all passengers from a plane in an emergency in less than 90 seconds
- Serves as a first responder for medical emergencies in flight
- Cross-trained on 19 different aircraft throughout the fleet

ADMINISTRATIVE ASSISTANT | DIGITAL MARKETING ASSOCIATE

United Metals Recycling | InnerFlow Pipe Systems, May 2017 - Present

- Manages petty cash receipts with daily cash box for six locations.
- Accurately submits road and fuel taxes for two trucking companies comprised of 30+ trucks.
- Handles monthly audits of credit cards and receipts for ten employees within the company.
- Created cohesive branding material for company using Adobe Creative Suite (i.e. business cards, brochures, stationary, etc.)
- Manages 10+ social media accounts for the company and its partners.

RECEPTIONIST | PR & MARKETING COORDINATOR

Thrive Chiropractic. Aug. 2015 - Jan. 2017

- Handled patient relations and worked with insurance companies to provide the best services for patients.
- Generated all original content for Instagram, Facebook, Blog, and Website.
- Posted regular blogs for website including SEO key words.

PROJECT UNIFY AND EVENT COORDINATING ASSISTANT

Special Olympics Idaho, May 2014 - Aug 2015

- Maintained intern blog with events, projects and upcoming volunteer opportunities.
- Communicated state wide by sending out monthly newsletters to our Special Olympics Idaho supporters and Press Releases to local news/ media.

EDUCATION

BOISE STATE UNIVERSITY

B.A. Communication | Minor in Nonprofit Mgmt
3.5 GPA in major

- Special Olympics College, President and Member
- Colleges Against Cancer, PR/ Marketing Director
- Delta Delta Delta, Member

MARKETING PROJECTS

MARKETING INTERN

Active Family Magazine, Remote Work

- Managed all SEO Marketing for website to get website to the "top fold" of the Google search.
- Managed key platforms to attract a broader fan base.
- Worked with the Publisher and generated monthly events for the upcoming months that were sent to publish.
- Proofread articles before they were sent to publish in print and on website.

SOCIAL MEDIA AND ADVERTISING

Boise State University, 2017

- Focused on whether or not age, most used platform, how often a person posts, and their main reason for using these platforms had influence on a potential consumer engaging with advertisements.
- 93% said that they did notice advertisements on Facebook, but refused to engage with the ads

SKILLS

Communication | Original Creation | Time Management | Volunteer Managment | Collaboration | Event Planning | Wordpress | Email Marketing | Mobile Marketing | Adobe Illustrator | Adobe Indesign | Adobe Photoshop | Microsoft Word | Microsoft Excel | Customer Satisfaction | Crisis Management