

LIZ VAN PAY

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Tenacious, creative marketing professional with 5+ years of experience working for a diverse group of organizations and clients, primarily independently. This work focuses on humanizing businesses, asking questions, creating community, problem-solving, and putting the “social” back into social media. Expertise includes digital marketing, customer service, and graphic design for social media. Recent graduate with proven skills and hungry to utilize these skills in a new opportunity. A portfolio of past projects can be found at <http://www.lvpcreative.com>.

EDUCATION

ASSOCIATE DEGREE – MARKETING **2021**

NORTHEAST WISCONSIN TECHNICAL COLLEGE | GREEN BAY, WI

- Memberships: American Marketing Association – NWTTC Chapter
- Honors: Phi Theta Kappa Honor Society | Highest Honors Designation

TECHNICAL DIPLOMA – DIGITAL MARKETING **2020**

NORTHEAST WISCONSIN TECHNICAL COLLEGE | GREEN BAY, WI

- Honors Designation

RELEVANT EXPERIENCE

DIGITAL COMMUNICATIONS & MARKETING INTERN (REMOTE) **MARCH 2021 – MAY 2022**

MIDWESTERN HIGHER EDUCATION COMPACT | MINNEAPOLIS, MN

- Creating and managing content for the Graduate Credit Quest project, utilizing Elementor for WordPress. Building pages, writing tutorials, and case study profiles, and copywriting and proofreading of all content.
- Customer service tasks including responding to e-mails, answering questions, and participating in introduction & refresher sessions, and general awareness-building sessions utilizing web conferencing software (Microsoft Teams, Google Meet, Zoom)
- Working cooperatively with both internal and external customers via phone and web conference.

SOCIAL MEDIA MANAGER (FREELANCE) **2015 - PRESENT**

- Taking an individualized approach to each client, tailoring content to fit their business. Developing and managing organic marketing campaigns, creating social media posts including graphic and video assets, generating engaging content, and scheduling for the highest visibility and engagement.
- Managing online communities, including responding to messages quickly and politely and moderating comments on public timelines to fit the expectations of each client.
- Social media marketing tasks including increasing engagement, driving brand awareness, and increasing sales through conversion and engagement with customers. Tracking campaign effectiveness and adjusting as needed.
- Creating graphics for social media utilizing Canva, Adobe Creative Suite, Adobe Spark, and video using Adobe Premiere Rush.
 - *Social Media Channels:* Facebook, Twitter, Instagram, Pinterest, LinkedIn, Snapchat
 - *Platforms & Tools:* Hootsuite, Zoho Social, Buffer, HubSpot, Google Analytics

ADDITIONAL EXPERIENCE

- Office Management – 5 Years
- Inventory Control – 5 Years
- Shipping & Receiving – 3 Years