

SOCIAL

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ABOUT

Focused marketing specialist with experience in social media marketing, media and public relations. Highly knowledgeable in SEO and data analytics with a firm grasp of corporate messaging and branding. Accomplished in improving performance, prospecting, and working with clients to address their needs. Possesses a strong work ethic, as well as exceptional writing, editing and research skills.

EDUCATION

MAJOR: JOURNALISM
MINORS: MARKETING &
PSYCHOLOGY

2014-2018, *cum laude*
Ithaca College
Ithaca, NY

COMPUTER SKILLS

Adobe Creative Suite
SPSS
Adobe Spark (Video, Page & Post)
Hootsuite Certified
Social Media & Marketing
Wix
HTML & CSS & JavaScript
Wordpress
Slack
Trello

CORE COMPETENCIES

Social Media Management
Social Media Platforms
Internet Marketing
Research Expertise
SEO Knowledge
Sound Editorial Judgement
Highly Organized
Proficient in AP Style
Detail Oriented
Quick Turnaround
Experienced Copy-editor &
Proofreader

TARA STACY

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EXPERIENCE

MARKETING SPECIALIST

Oswego Teachers Employees Federal Credit Union | May 2018 - Present

I work as the sole marketing and communications specialist/director.

- Developing cutting-edge digital marketing, social media and SEO strategies
- Drafted and managed print, online and social media communications designed to promote company brand, image and values.
- Developing key messaging, branding and positioning statements and coordinated art and graphics creation for effective merchandising.
- I have also directed and coordinated marketing activities and policies to promote products and services.

STUDENT SOCIAL MEDIA CONTENT STRATEGIST

Ithaca College | Aug 2017 - May 2018

I worked with IC's social media director and team to create ways to keep students, prospective students, and alumni connected to IC through social media.

- Covered on-campus events on social platforms, executing giveaways for students and
- Brainstormed ways to integrate new social media practices on campus.

SOCIAL MEDIA MANAGER & PHOTO DIRECTOR

Spoon University | Aug 2016 - May 2018

I created social media content to promote articles and events from Ithaca College's chapter of Spoon U, a nationwide food advice website.

- Shot video and photos to accompany restaurant/event reviews, recipes and health stories.
- Led a five-person social media team in creating Facebook events and graphics for Instagram to promote at least three events a semester.
- Link to [author page](#) is provided on my website and LinkedIn.

PRESIDENT/EDITOR-IN-CHIEF

HerCampus | Aug 2017 - May 2018

I served as the campus correspondent to national headquarters for the IC chapter of HerCampus.

- Pitched and provided the final edit for articles for a team of 15 writers
- Created social media content and taught authors how to promote their own content on social.
- Link to my [author page](#) for my articles is provided on my website and LinkedIn.

MARKETING INTERN

Ithaca College Dining Services & Sodexo | Aug 2017 - May 2018

I worked with the Sodexo Ithaca College Dining Services marketing director to promote and execute special events and promotions taking place in the college's multiple dining halls.

- Designed posters, menus and social media posts for all events & promotions
- Conducted market research through surveys and planned events based on results
- Planned, set up and worked at all events in the dining halls

MANAGING EDITOR

IC Chronicle | May 2017 - May 2018

I created and executed an editing schedule for magazine editors, writers and social media editors.

- Planned the re-launch of the online magazine and oversaw the first three print editions
- Used Trello to successfully coordinate schedules for a six-person editorial team & their writers
- Scheduled the upload of all articles to the website
- Gave the final edit for copy and social media posts

MARKETING INTERN

Downtown Ithaca Alliance | May 2017 - Aug 2017

I worked with the Marketing Director at DIA to help promote events in the Downtown Ithaca area and community online, on social media and in the field through website redesign and working with businesses to create sales and promote downtown tourism.

SOCIAL MEDIA INTERN

Emmy's Organics | May 2017 - July 2017

I worked as a social media intern to target influencers to promote the brand and develop lasting relationships

- Targeted influencers that represented the brand and sent out product
- Worked with influencers on giveaways and social posts for products
- Scheduled posts to promote the brand.