

Valerie Stimac



GRINNELL
COLLEGE

Bachelor of Arts
Psychology, Economics



Master of Arts
Clinical Psychology

HULT
International
Business School

Master of Business
Administration

atmosphere

Managed international client needs through social media campaign including increase in *Twitter* engagement of more than **300%**.

Administered **£750+** international *Google AdWords* campaign to assist in raising brand awareness.

Worked with local client to increase social media engagement on both *Facebook* & *Twitter* by **40% +** over weekend-long campaign.



Competed with fellow MBA Hult students to solve real-world client problem of new product development.

Worked in international team to successfully formulate, propose, and design prototypes for new product.

Was part of team chose as both client winner and all-campus winner within Hult International Business School Action Project.

LIBERTINE

Analyzed past strategy and developed social media plan which contributed to **113%** increase in follower base and **63%** increase in engagement.

Established and monitored relevant KPIs related to both print and tablet publication formats, as well as all digital marketing campaigns.

Assisted as requested with various editorial and copywriting roles, including press releases, website content, and development of focus group protocol.

Performed customer relationship management duties as needed to reengage customers and complete unfinished sales.



Worked with client as part of 2013 *Google Online Marketing Challenge*.

Managed **\$250** *Google AdWords* budget to client specifications, and provided regular feedback on campaign progress.

