

# **JULIA FAY**

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## **EDUCATION**

University at Buffalo, The State University of New York (UB)  
*Bachelor of Science, Business Administration, Expected: June 2023*

## **BUSINESS & MARKETING EXPERIENCE**

**Mohawk Global**, Syracuse, NY

**Marketing Intern**, June 2021-Present

- Developed 2 daily tweets from outside news articles
- Wrote 3 industry related articles
- Planned and scheduled out tweets in advance
- Designed a system for tracking analytics for Twitter, LinkedIn, and Facebook
- Lead analytics presentation for company executives

**Teitsch Kent Fay Architects P.C.**, Cazenovia, NY

**Social Media Marketing Specialist**, August 2020-Present

- Analyzed competitors social media
- Created Instagram, Twitter, Facebook and LinkedIn account
- Expanded Instagram followers to 417, Twitter to 165, Facebook to 58, and LinkedIn to 147
- Redesigned website using Wix
- Devised and released a monthly newsletter through Mailchimp
- Scheduled each weeks posts using google calendar
- Tracked weekly social media metrics

**Syracuse Northeast Community Center**, Syracuse, NY

**Marketing Contractor**, December 2021- January 2022

- Set up LinkedIn Profile
- Trained employees on social media content creation
- Produced posts
- Revamped website on Squarespace

**Colin F. Kennedy Foundation**, Rochester, NY

**Social Media Marketing Intern**, September 2020-May 2021

- Managed Instagram, Facebook, and Twitter
- Increased social media by approximately 97%, 755%, and 9% respectively
- Developed social media posts using Canva
- Organized companies links using Linktree
- Lead design multiple of newsletters through Constant Contact

## **SKILLS & AFFILIATIONS**

*Video Creation:* Videostar, imovie

*Technical Skills:* Microsoft Excel, Word, Access, and Powerpoint, and Google Docs, Sheets, and Slides

*Photo editing:* Superimpose (Photoshop app), Phonto, PicsArt, Canva