

Simran Makker

NEW MEDIA MARKETING

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Education

ROCHESTER INSTITUTE OF TECHNOLOGY

B.S. in New Media Marketing
Immersion in Advertising and
Public Relations | 2013-2017

Areas of Expertise

Social Media Marketing
Metrics and Analytics
Blog creating and writing
Project Management
Advertising and promotion planning
Team player and motivator
Multitasking abilities
Strong leader
Goal oriented
Professional, confident (written
and verbal) communication skills

Technical Expertise

Social Media Platforms
SEO
Wordpress
Google Analytics
Photoshop & InDesign
Microsoft Suite

Certifications

HubSpot InBound Certification
Google Adwords (in progress)

Experience

THE LODGE

Leasing and Marketing Specialist | October 2015- Present

Responsible for increasing awareness of new student housing property through all media platforms. Created print media such as flyers and posters. Took initiative to start a blog to engage with RIT student body. Examined weekly analytics and offered solutions to attract more prospects. Handled leasing responsibilities accordingly.

LITEHOUSE

Digital Marketing Intern | June 2016 - August 2016

Worked with Microsoft Partner Network to ensure the operations of its purpose. Created process documents, yearly/quarterly business reviews, banner advertisements for their partnership with Harman. Analyzed insights and engagements of their current media and suggested an improved design of their blog and website.

BARNES AND NOBLE @RIT

Marketing Assistant | January 2016 - May 2016

Efficiently created promotional advertisements for Starbucks, Clinique and Apple products. Improved the relationship amongst RIT students and Barnes and Noble by increasing awareness through social media and involvement through events.

MY TOWN TRAILS

Marketing Assistant | May 2014- August 2014

Used Google Analytics to define measure and analyze company's strengths and areas of improvements. Created strategies to secure new relations. Oversaw effective communication through social media and blog posts.

Professional Profile

Driven student at Rochester Institute of Technology, striving to earn a Bachelor of Science in New Media Marketing with an immersion in Advertising and Public Relations. Looking forward to apply my current skills and experiences with a promise and enthusiasm to learn more.

Activities

ZETA TAU ALPHA

Vice President of New
Member Education

COLLEGE PANHELLENIC COUNCIL

Vice President of Recruitment
Vice President of Public Relations