

Marisa Mars

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English and Digital Media graduate with proven skills in copywriting, editing, proofreading, digital communication, print and digital publishing, project management and social media. Dependable, organized, and creative team player with the ability to communicate effectively and efficiently.

Professional Experience

RESORT MARKETING GURU, CHICAGO, IL

Marketing Manager, Lead Writer/Editor, November 2018 – Present

- Write, edit and review digital and print copy for internal and external use
- Write and edit online content to improve SEO
- Write and edit website material to appropriately reflect the client's message
- Ensure work is accurate, error-free, delivered on time and adheres to the client's requirements
- Communicate with clients to guarantee their message comes across clearly and accurately in all branded materials
- Research, write and edit content for procedures, guides and other documents
- Research, review and rewrite content for accuracy
- Create, implement and analyze the success of marketing strategies for clients
- Write, post and track success of social media posts
- Prioritize and assign tasks to ensure timely completion

MILLENNIUM TRUST COMPANY, OAK BROOK, IL

Operations Support Associate, October 2017 – November 2018

- Communicated important information to ensure all employees were kept well-informed of company policies, updates and procedures
- Created a bi-weekly departmental newsletter including company updates, recognition for excellent work and team member spotlights
- Interviewed co-workers, wrote and edited content for newsletter
- Managed email system for the Alternative Operations team
- Responded to clients' questions and provided solutions in a timely manner
- Managed and organized detailed record of files and other confidential information

PAWS CHICAGO, CHICAGO, IL

Social Media and Digital Communications Intern, May 2016 – August 2016

- Proofread, copyedited and edited layout for PAWS Chicago Magazine Summer edition
- Created, scheduled and produced content for various social media platforms
- Coordinated across departments to ensure all media content had consistent tone, was free from errors and was distributed on time
- Designed, managed and implemented social media campaigns and schedules
- Analyzed social media data and assessed performance

LOYOLA UNIVERSITY CHICAGO, CHICAGO, IL

OWL Lab Student Worker, September 2015 – May 2017

- Wrote and edited lab equipment guides, procedures and waivers
- Created and implemented detailed organization record for equipment
- Maintained a high standard of customer service with students, professors and independent filmmakers
- Taught classes on lab procedures as well as workshops on how to properly use equipment

Education

LOYOLA UNIVERSITY CHICAGO, CHICAGO, IL

B.A. English, May 2017

B.A. Film & Digital Media, May 2017

- Graduated Magna Cum Laude with a 3.74 GPA of 4.0 grade scale
- Member of the National Society of Collegiate Scholars
- Eight consecutive semesters on Loyola University Chicago's Dean's List

Skills

- Copywriting
- Proofreading
- Editing
- Fact Checking
- WordPress
- Search Engine Optimization
- Social Media Management
- Content Development
- Analytics
- Google Analytics
- Google Ads
- AP Style
- Chicago Manual of Style
- Google Suite
- Microsoft Office
- Adobe Acrobat
- HTML