

Mary Frank

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EDUCATION

University of Georgia Athens, Georgia
Bachelor of Arts in Advertising
Bachelor of Business Administration in Marketing with a Digital Emphasis December 2023

University of North Georgia Dahlonega, Georgia
Core Curriculum August 2019 – May 2021

RELEVANT EXPERIENCE

Cannes Lions International Festival of Creativity Cannes, Provence-Alpes-Côte d'Azur, France
Attendee, Study Abroad June 2023

- Attended various workshops and panels, gathering valuable insights from industry leaders
- Expanded knowledge of successful advertising/marketing strategies on a global scale
- Completed assignments regarding prominent industry topics and analysis of award-winning work

MARK 4600S – Legacy Youth Mentoring Athens, GA
Details Manager, Team Member January 2023 – May 2023

- Collaborated with team to enhance client's current marketing strategies
- Designed Instagram content, printed materials, and visual creative brief
- Conducted market research and industry reports for the client

Terry College of Business Digital Marketing Competition Athens, GA
Semi-Finalist Competitor January 2023 – March 2023

- Collaborated with 3 other students to develop digital campaign pitch for The Home Depot
- Organized potential distribution of campaign budget (\$500,000) across owned and paid media
- Established various strategies to engage target audience throughout points of the consumer journey

Once Like a Spark Photography Athens, Georgia
Summer Intern May 2022 – August 2022

- Worked closely with CMO and CEO to evaluate brand's opportunities in social media marketing
- Researched trends and reported insights for existing social media accounts
- Developed new content strategies for platforms such as Pinterest, Instagram, and TikTok
- Assisted in the communication and connection of over 100+ potential partners for future events

ADDITIONAL EXPERIENCE

Target Cumming, Georgia
Fulfillment Team Member, Pace-Setter April 2018 – Present

- Manage department of 40 team members during holiday season and times of peak demand
- Obtain items for online orders at a rate no less than 55 items per hour, pack orders at a rate no less than 90 items per hour

SKILLS

Software: Proficient in Microsoft Word, PowerPoint, Excel, Qualtrics, Canva, Adobe InDesign, Adobe Photoshop, Adobe Illustrator

Certifications: InDesign 2021 Essential Training, Photoshop 2020 Essential Training, Facebook Blueprint Optimize Targeting Parameters, CITI Program Social & Behavioral Research, Google Analytics Individual Qualification