

# BRITTANY BOYER-CIESLA

MARKETING & ADMINISTRATION

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📍 Georgia, USA

## EDUCATION

**Young Harris College**      **Towns County High School**  
B.A. Media Communications      Hiawassee, GA 30546  
Minor in Pop Culture      2009-2013  
2013-2016

## WORK EXPERIENCE

### Marketing Coordinator

Martinsburg College / May 2022- May 2024

Experienced digital marketing professional with expertise in social media management, creative design, and data analytics. Proven track record in developing engaging ad copy, graphics, and videos to enhance brand presence and drive student acquisition. Skilled in designing effective landing pages and digital marketing materials, including program flyers and brochures. Proficient in CRM systems for generating reports and analyzing marketing metrics to support strategic decision-making.

### Admissions Outreach Manager

Martinsburg College / Mar 2021 - May 2022

Managed a team of recruiters, overseeing talent acquisition and conducting prescreens and interviews. Generated weekly, monthly, and quarterly performance reports, setting goals and analyzing variances. Hosted daily and weekly meetings to enhance team performance and work ethic. Achieved high metrics and conducted audits to ensure activity quality.

### Marketing Associate

Martinsburg College / Feb 2019 - Mar 2021

Utilized social media to promote online certificate programs and create targeted content. Built a strong student network and consistently exceeded weekly and monthly goals. Recognized as the highest-performing employee and set the standard for future hires. Assisted in training new employees and won Marketing Associate of the Year in 2022.

### Customer Service Representative

CarBuyerUSA / Nov 2017 - Feb 2019

Worked in a fast-paced, sales and commission-based environment. Assisted in purchasing and selling vehicles to third parties. Handled inbound sales leads and calls, setting appointments. Implemented marketing campaigns to engage past and potential customers. Collaborated with the sales team to generate appointments and supported their efforts. Maintained a process-driven environment with strong computer and technology proficiency.

## SKILLS

- Digital Marketing
- Creative Design
- Social Media Managing
- Attention to Detail
- Data Analysis
- CRM System Usage
- Internal Reporting
- Critical Thinking
- Time Management
- Web Design
- Sales & Marketing
- Content Creation
- Administrative Duties
- Organization
- Results-Driven Attitude
- Strong Work Ethic
- Communication Skills
- Product Design
- Report Generation
- Presentation Skills
- Team Player
- Strong Leadership Skills

## AWARDS

**Marketing Associate  
of the Year**

Martinsburg College 2020

