

# ELIZABETH MAKSOOT

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## EDUCATION

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**Bachelor of Arts; Advertising Creative**  
Michigan State University - *East Lansing, MI*

*May 2023*  
*Cumulative GPA: 3.6*

## EXPERIENCE

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**Barista | Starbucks Coffee Company - Troy, MI** *July '24-Present*

- Expertly prepared and served a wide variety of handcrafted beverages, including espresso drinks, teas, and seasonal offerings, adhering to Starbucks' high-quality standards.network for enhanced connectivity and collaboration to over 50 customers per half an hour.
- Gained in-depth knowledge of Starbucks' products, including ingredients, preparation methods, and dietary options, to better serve and inform customers.
- Delivered exceptional customer service by creating a welcoming atmosphere, engaging with customers to understand their preferences, and providing personalized recommendations.

**Marketing Manager | Contract | Emedia Design Group - Troy, MI** *April '24- June '24*

- Promote brand awareness and differentiation in the marketplace by engaging potential and existing clients, generating excitement about company offerings.
- Sell Emedia Design Group's value proposition to customers through education, informative, and entertaining content, focusing on meeting individual client needs.
- Managed product lifecycle by conducting competitor research, gathering customer feedback, and utilizing active listening skills to identify and address client needs throughout campaigns.

**Marketing Coordinator | Internship | S4 Connect Marketing & Consulting - Clawson, MI** *August - Nov '23*

- Led strategic consulting sessions with client partners to define and address their specific business needs, specializing in strategic consulting, fractional marketing services and various aspects of marketing channel execution.
- Orchestrated impactful social media campaigns across Facebook, Instagram, and various social media websites, driving a 40% increase in social engagement and a 25% boost in website conversions, generating at least 500 new followers monthly.
- Showcase mastery in visual communication by creating impactful out-of-home designs using Adobe Creative Cloud, consistently delivering compelling and memorable visual experiences.

## TECHNICAL SKILLS

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Proficient in all social media platforms (Instagram, Facebook, Tiktok, Snapchat, X, etc.) | Adobe Creative Cloud | Microsoft Office | Duda- Website Builder | Square Space | Client Club | Constant Contact

## CERTIFICATIONS

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- Certified Ethical Advertising Executive | Institute for Advertising Ethics

## HONORS & ACHIEVEMENTS

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- Dean's List for 5 semesters
- Silver Addy Award in Sales & Marketing | 2022 Student American Advertising Awards
- Social Media Chair 2022-2023 | Michigan State Shooting Sports Club