


ELIZABETH MAKSOUD

CONTACT

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-  Clawson, MI

SKILLS

Adobe Creative Suite

Adobe Photoshop

Adobe Illustrator

Microsoft Office

Duda - Website Builder

Brand development

User experience

Digital Product Design

Visual Arts

EDUCATION

Michigan State University

Bachelor of Arts in Advertising Creative

Minor in Business

East Lansing, MI

2020-May 2023

PROFILE

As a results-driven and highly organized marketing coordinator, I am committed to delivering exceptional content tailored to the unique needs to diverse companies. As a recent college graduate, I am eager to leverage my skills in brand development, graphic design, and user experience. My passion lies in the creative process, deriving fulfillment from transforming ideas into tangible outcomes. I am eager to learn and view each experience as an invaluable growth opportunity.

WORK EXPERIENCE

Marketing Coordinator

S4 Connect Marketing & Consulting Agency Aug 2023- Present

- Collaborate with the CEO and CMO to develop and implement a comprehensive content marketing strategy, resulting in a 40% increase in website traffic and a 15% growth in lead generation over six months.
- 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.
- Demonstrate expertise in visual communication through the implementation of impactful out-of-home designs.

Substitute Teacher

EDU Staff April 2022-Present

- Provide ability to quickly adapt to unforeseen challenges to diverse educational settings, ensuring smooth transitions and effective problem resolution.
- Proficient in conveying instructions and concepts to students, fostering comprehension, and encouraging active participation in classroom activities.
- Successfully manage diverse classroom environments, cultivating a conducive learning atmosphere and maintaining continuity across various subjects and grade levels.
- Demonstrated creativity through the development of innovative teaching methods and materials, effectively capturing student interest and fostering engagement.
- Actively participated in cross-functional teams, contributing to a collective effort to enhance the overall experience.