

# WHITNEY BUCK

## DIGITAL MARKETING COORDINATOR

### EDUCATION

ASSOCIATES IN  
BUSINESS ADMINISTRATION  
2008 - 2013

#### COLLEGE OF CENTRAL FLORIDA

Consistently stayed between a 3.0 - 3.5 GPA. Took extra courses in management and psychology.

BACHELOR IN  
COMMUNICATION  
2014 - 2016

#### UNIVERSITY OF NORTH FLORIDA

Communication major with a focus in advertising. Served as Account Manager for semester-long, client-favored Campaign Project.

### EXPERIENCE

BYO RECREATION  
[BYOPLAYGROUND.COM](http://BYOPLAYGROUND.COM)  
2017 - PRESENT

#### DIGITAL MARKETING COORDINATOR

- Creates assets for the sales department, blogs, e-mail campaigns, web copy, social posts, etc.
- Writes, edits & proofreads web and ad copy
- Seeks and analyzes competitive research and sales materials both on and offline
- Writes and designs Pay-Per-Click Ads
- Optimizes web designs and landing pages for SEO, using proper keywords, heading <tags>, meta descriptions and more.
- Designed entirely new UX-focused website

CAPTEVRIX  
[CAPTEVRIX.COM](http://CAPTEVRIX.COM)  
MAY 2016 - DEC 2016

#### ACCOUNT COORDINATOR

- Hired full-time after 3 weeks interning & promoted a month later
- Maintained & created lead generation + lead nurturing content across 12 clients
- Achieved 20% submission rate for [Digital Guide](#) in 3 months
- Designed Facebook Ad Like campaign with a 5.42% CTR
- Created email marketing templates/campaigns (MailChimp + Constant Contact), automated workflows, optimized landing pages & various other assets

TWO B ENTERTAINMENT  
[TWOBENTERTAINMENT.COM](http://TWOBENTERTAINMENT.COM)  
2015 - PRESENT

#### GRAPHIC DESIGNER

- Took point on [cover art](#), print & social marketing for hip-hop group 95 South's 2016 single release
- Creates branding for new clients, including merchandise, logos, media kits, album covers, [social banners](#) and communication strategies
- Works on an as-needed basis

THE CHOCOLATE TURTLE  
NO LONGER IN BUSINESS  
OCT 2014 - MAR 2016

#### FLOOR MANAGER/WEB MARKETER

- Increased [Instagram](#) followers from 301 to 1400+
- Increased website traffic by over 200% with redesign and social optimization
- Implemented new system for wedding cake orders, increasing profits by 39%

### PROFILE

I'm a marketing specialist, digital designer, gamer, coffee connoisseur and software-savvy 'Xennial' seeking a full-time position with a company that not only looks outside the box but doesn't care if a box exists. My main motivators are growth, stability and busy, team environments. When I'm not working on my book or personal drop shipping business, I'm pouring myself into developing the best content possible.

### CONTACT



+1 352-364-2865



[whitneyaretz@gmail.com](mailto:whitneyaretz@gmail.com)

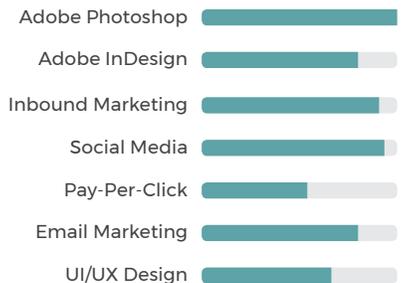


[www.whitneyaretz.com](http://www.whitneyaretz.com)



Saint Augustine, FL

### SKILLS



### HOBBIES

Writing my pirate-infused trilogy, drinking coffee, emulating Gordon Ramsay (the cooking, not the swearing), gaming & digital design.

# WHITNEY BUCK

## PORTFOLIO SAMPLE

FOR A MORE THOROUGH PORTFOLIO VISIT: [WWW.WHITNEYARETZ.COM](http://WWW.WHITNEYARETZ.COM)

### USING WIT TO MAKE BUCKS - WHAT CAN I SAY? IT'S IN THE NAME.

There has not been a project to date that I haven't been willing to tackle. Like most budding designers, I spent a lot of time scraping by with Freelance, (emphasis on the 'free'), projects of every shape and size to keep my skills honed and build my experience. Here is some of my work.



#### DIGITAL PPC GUIDE | CAPTEVRIX.COM

Everything a client might wish to know about creating their own PPC Strategy. [Download Here.](#)



#### POSTER | SENIOR PROJECT

I had never actually heard of this little shin dig but loved the idea of incorporating an old school post card vibe.



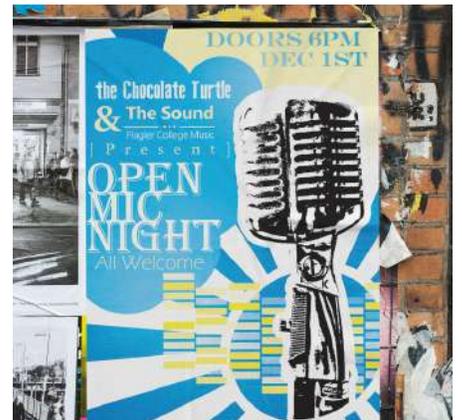
#### T-SHIRT | JAREDDRAHEIM.COM

EP Album cover shirt for Jared Drahiem.



#### PROMO POSTER | 95 SOUTH

Print marketing for 95 South's single release party. (Woot! There it is.)



#### POSTER | THE CHOCOLATE TURTLE

An open mic print piece to attract hipster college students to a local cafe.

#### A COUPLE PERSONAL FAVORITES

Some of my first freelance jobs involved the humble business card and marketing tri-fold. But my favorite jobs have included lead generation downloads.



# WHITNEY BUCK

## COVER LETTER

www.whitneyaretz.com  
whitneyaretz@gmail.com  
352-364-2865

### FROM

Whitney Buck  
325 Heritage Mill Dr, Unit 308  
Saint Augustine, FL, 32084

To whom it may concern,

I am thrilled to apply for the Digital Marketing Coordinator role in your company! After reviewing your job description, it's clear that you're looking for an enthusiastically creative applicant that can be relied upon to fully engage with the role and develop professionally with the poise of Bill Gates and the marketing power of Steve Jobs.

I am a detail-oriented college graduate, (Bachelor in Communication with Advertising focus), from the University of North Florida. During the course of my academic career, I also managed to accrue nearly 5 years of professional design experience. I had the privilege of working a variety of marketing and content design roles where I learned valuable professional skills such as the Inbound Marketing Methodology, creative email and social media marketing strategies and brand management.

In both my academic and professional life, I have been consistently praised for my quality of work and superior coffee making. Whether working on academic, extracurricular or professional projects, I apply proven organizational, communication and creative thinking skills, which I hope to leverage into the Marketing position at your company.

After reviewing my portfolio and resume, I hope you will agree that I am the type of positive and driven candidate that you are looking for. I am excited to elaborate on how my specific skills and abilities will benefit your organization. Thank you for your consideration and I look forward to working with you.