

Gatlyn Troutman

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EDUCATION

Bachelor of Science in Marketing

May 2018

Susquehanna University (AACSB Accredited), Selinsgrove, PA

- Alpha Mu Alpha – Marketing Honor Society
- Alpha Lambda Delta – Freshmen Honor Society

EXPERIENCE

Web Developer, Social Media Coordinator

June 2018 - Present

Sire Advertising, Selinsgrove, PA

- Consult with clients to form and regularly evaluate innovative digital marketing strategies
- Manage highly-targeted email marketing campaigns crafted to build customer relationships
- Collaborate with in-house designers to develop materials maintaining each brand's voice
- Develop intuitive WordPress sites integrating ecommerce and email marketing functionality
- Analyze campaign performance and deliver reports identifying areas for optimization

Blough-Weis Library Marketing & Outreach Assistant

January 2017 – May 2018

Susquehanna University, Selinsgrove, PA

- Assisted in developing digital-cataloging website using knowledge of HTML and CSS
- Created, scheduled and posted engaging content daily on Facebook, Twitter and Instagram
- Tracked online interactions and adjusted approaches based on trends and goals

Mobile Strategy Intern

June 2017 – August 2017

Horizon Media, New York, NY

- Followed updates in the mobile sphere and called out brand-specific implications
- Performed competitive analyses, noting best practices and first-mover opportunities
- Coordinated with third-party vendors to learn about best available offerings

VOLUNTEER EXPERIENCE

Web Developer, Marketing Consultant

March 2018 – Present

Donald Heiter Community Center, Lewisburg, PA

- Regularly work alongside staff members to understand organization's needs and objectives
- Developed a custom, responsive WordPress site emphasizing scalability and ease of editing
- Integrated MailChimp for streamlined, cost-effective communication with members

SKILLS

- Email Marketing Solutions: MailChimp, Campaign Monitor, HubSpot
- Software: Adobe Photoshop & Illustrator, Microsoft Office
- Web Development: HTML, CSS, JavaScript, PHP, WordPress
- Social Media: Facebook, Instagram, Snapchat, Twitter
- Soft: Project Management, Adaptability, Problem Solving