



STEVEN BIEBER

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SUMMARY

Experience in journalism and content writing. I also have experience and knowledge in marketing. Able to meet tight deadlines and great communication skills. can work well by myself as well as work with a team. I work in any setting and adapt when my surroundings change. Strong work ethic and always willing to learn new skills.

SKILLS

- Time management
- Verbal communication
- Social Media
- Critical Thinking
- Google Analytics
- AP Style
- HTML
- Adobe editing and post-production
- Keyboarding
- SEO- Search Engine Optimization

University of Toledo - Toledo, OH

Bachelor of Arts: Communications, Minor in marketing

- Dean's List and President's List Honoree, graduated Magna Cum Laude.
- Lambda Pi Eta Member (honor society for communication students).
- Student Ambassador for College of Arts and Letters.

EXPERIENCE

Modern Builders Supply
Content Specialist

11/2022 - Present

- Creating new products for sale on an E-Commerce platform
- Editing images for use on the websites
- Updating content for search engine optimization
- Analyzing reports to find opportunities to improve pricing and content
- Maintaining pricing tools and analyzing competitor pricing
- Maintaining listings on third-party marketplaces such as Amazon, eBay, and Walmart

US-Mattress

SEO Analyst/ Content Writer

10/2021 - 06/2022

- Writing new content following best practices
- Regularly analyze SEO performance using Google Analytics, Moz, and other SEO tools
- Participate in cross-functional teamwork

Sylvania Advantage

08/2020 - 10/2021

Freelance Writer

- Participate in cross-functional teamwork
- Pursued my own leads to develop interesting stories.
- Wrote stories assigned by the publisher.

The University of Toledo-Athletic Department

Marketing Intern

01/2020 - 03/2020

- Led in-game promotions efforts.
- Ran marketing and game information on the jumbotron.

Communications Intern*01/2019 - 05/2019*

- Frequently updated sports media guides.
- Communicated statistics and human-interest stories to broadcasters and reporters.
- Delivered statistic papers to the broadcasters on media row and make statistic booklets for the reporters.
- Managed in-game updates and highlights on Twitter.
- Wrote the post-game story.

University of Toledo: The Collegian*09/2019 - 05/2020***Journalist Intern**

- Created tightly written news stories crafted from reliable sources.
- Interviewed sources, contacts, and leads to gather information for stories.
- Performed extensive research to back up stories.
- Pursued my own leads and worked to meet the Monday deadline.

