






HILARY WINOCOOR

CONTACTS

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EDUCATION

B.A. in Journalism
Minor: Film-Cinema Studies
University of Central Florida
Orlando, FL
2014-2016

Associate of Arts
Florida Atlantic University
Boca Raton, FL
2012-2014

EXPERTISE

Time management

Attention to Detail

Content Marketing

Copyediting

Photography

AP Style

Google Analytics

PERSONAL SUMMARY

Hilary is a creative and enthusiastic young professional who is very efficient with her time and has a keen eye for detail. With knowledge in copywriting, editing, photography, videography, content marketing and social media channels she has the key traits that are needed to be successful in the digital marketing world.

EXPERIENCE

Marketing & Tradeshow Coordinator

PartsBase / Boca Raton Fl. / September 2022 – Present

- Budgeting, planning, logistics, and operational responsibilities surrounding all 30+ domestics and international trade shows PartsBase attends
- Plan social media content for daily LinkedIn posts
- Assist with email campaigns

Marketing Assistant

PartsBase / Boca Raton Fl. / September 2021 – September 2022

- Serviced all inbound leads generated by website traffic, ensuring proper routing and account placement
- Maintained and update accounts in CRM
- Served as logistics department for all corporate gifting
- Assisted in reporting across social media and marketing analytic platforms

Marketing Admin Assistant

The Bainbridge Companies / Wellington, Fl. / August 2019 – December 2020

- Completed audits on all Social Media accounts, Google My Business, ILS and Tracking information on 50+ apartment communities
- Pulled monthly reports on all properties for Regional Managers and Vice Presidents
- Created new hire packets and sends out packages
- Completed expense reports for marketing department