

# Fiona Walker

## Marketing Associate

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### Work experience

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#### Marketing Associate

Feb 2019 - April 2020

##### DPMnyc

Worked with team to strategically create content for seven brands on multiple platforms (Instagram, Facebook, Youtube, and Pinterest). Wrote copy for social media, email marketing campaigns, a variety of articles, as well as Amazon listings. Monitored brand's online presence and engaged with followers to strengthen customer relations. Helped to organize a brand's international promotional event. Researched current social media and marketing trends. Maintained and updated records of marketing metrics. Worked with team to develop three separate websites for brands.

#### Editorial Internship

October 2018 - Feb 2019

##### PrimaMedia Inc.

Internship duties include providing comprehensive editing and proof reading for PrimaMedia's upcoming book "The Art of Living." This twelve-week internship consists of selecting and editing chapter content, as well as spell-checking, re-writing and organization of content.

#### Content Development Strategist; Communications Associate

October 2018 - Feb 2019

##### [City of Summit, New Jersey](#)

Developed press releases for the City of Summit, New Jersey. Member of a team that created advertisement strategies for non-profits, wrote content for multiple social media platforms, organized YouTube channel to meet strategic marketing goals and deadlines. Gained experience in Facebook advertisement strategies reaching over 39,000 people weekly. Used branding, marketing, and data analysis of social media algorithms to guide brand development strategy and content development.

#### Freelance Writer

August 2018 - December 2018

##### Winerist

Worked as a "Top 5" article writer for Winerist. Wrote two "Top 5" articles weekly, focusing on restaurants, wine, and travel. Job description included subject research, writing, editing and rewriting articles. Winerist is an online magazine that focuses on wine and food and the best locations globally for culinary experiences.

#### Assist. Director of Events; Seasonal Worker

November 2017 - October 2018

##### Philly Temps and Perm

Worked in the Philly Temps main office as Assist. Director of Events, hiring and interviewing employees for an annual event at University of Pennsylvania. In a team we hired roughly 160 employee in 5 weeks and interviewed more than 300. Also filled several administrative assistant roles for Philly Temps at a variety of companies such as a law firm, private school and financial firm.

### Links

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#### Portfolio

<https://fionajudithwalker.journoportfoli.com>

#### LinkedIn:

[www.linkedin.com/in/fiona-walkerprofile](http://www.linkedin.com/in/fiona-walkerprofile)

### Education

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Bachelor of Arts; English

2013 - 2017

Temple University

- Graduated with a concentration in Creative Writing
- Major GPA: 3.5, Cumulative GPA: 3.2
- Participated in poetry, LGBT, and athletic clubs.

## Skills

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- Social Media
- Digital Marketing
- Article composition
- Content Management Systems
- Subject Research
- Copywriting
- Brand Video Production
- Communication
- Collaboration
- Google Analytics
- Web Development
- WordPress
- Photoshop
- Hootsuite
- Press Releases