

# MANDIE SANDERS

## WRITER DESIGNER MARKETER

Contact Me



Email Address

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Website

ramblingmandie.com

### + PROFESSIONAL STATEMENT



A creative writer & web designer who is adept in internet marketing including SEO, blogging, content writing, social media & email marketing. Articulate & innovative, with a passion for brand management. Able to meet deadlines & exceed expectations with a high degree of autonomy. Enthusiasm for research & tackling fresh challenges!



### + PROFESSIONAL SKILLS

#### MARKETING

SEO/Content Writing

HTML & CSS coding (web/email)

Social Media Strategy

#### GRAPHIC DESIGN

Adobe Photoshop

Adobe Dreamweaver

Adobe InDesign

Adobe Illustrator

#### MICROSOFT OFFICE

Word & Excel

Outlook & PowerPoint

### + PERSONAL SKILLS

Creativity & attention to detail  
Communication (written & oral)

Organization/multitasking  
Energy & enthusiasm

### + EXPERIENCE

#### 2010-2014 Marketing & Design - QCSA Holdings, Inc.

- + Planned & implemented internet marketing strategies to increase customer base
- + Created reports to monitor campaign success & analyze ROI
- + Designed & produced content for weekly email newsletters
- + Oversaw brand management, ensuring that all messaging was consistent & aligned with the company's vision and marketing strategy
- + Designed marketing material, including print, direct mail, website updates, social media, emails, banner ads and landing pages

#### 2007-2010 Admin & Marketing - Aboite Animal Hospital

- + Generated and fostered relationships with new and existing clients through effective media campaigns and cross-promotional events
- + Streamlined transition of all client records to new software
- + Oversaw daily administrative tasks while building client connections
- + Managed company's computer network, including troubleshooting

#### 2004-2007 Sales & Marketing - Profits-On-Hold, LLC.

- + Served as liaison between clients, audio techs, vocal talent & sales representatives
- + Wrote on-hold message scripts for clients conveying vital marketing promotions
- + Co-chaired local networking faction

### + EDUCATION

1999-2003 Bachelor's in Business/Marketing - Cum Laude  
Huntington University, Huntington, Indiana