

Eliza Gray

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Career Objective

Recent graduate from the University of St Andrews with an MA with Honours in Art History and Management, specializing in marketing. Seeking to apply my education and three years of marketing experience in a marketing position.

Education	University of St Andrews, St Andrews, Scotland <ul style="list-style-type: none">MA with Honours in Art History and Management, Second Class (Divison 1)	September 2015 - June 2019
Work Experience	Social Media Coordinator - The View Studio, St Andrews, Scotland <ul style="list-style-type: none">Managed social media activitiesImproved search engine optimizationDeveloped and implemented a social media marketing strategy Head of Marketing - Playfair Consultancy Group, St Andrews, Scotland <ul style="list-style-type: none">Managed a team of four marketing coordinatorsDeveloped and implemented marketing strategiesDesigned Playfair's websiteFounded the Social Media Management department Account Coordinator - Tag Advertising, Calgary, AB <ul style="list-style-type: none">Assisted with various tasks in the Account Management, Creative, and Production departmentsManaged a client accountHelped organize PR events	May 2019 - June 2019 February 2017 - May 2019 Summer 2016 & Summer 2017
Extra Curricular	Creative Coordinator - Concrete Catwalk, St Andrews, Scotland <ul style="list-style-type: none">Developed concepts for photoshootsDirected a team of models, photographers, and stylists Social Representative - St Regulus Hall, St Andrews, Scotland <ul style="list-style-type: none">Hosted activities and events for 200+ students Volunteer - Glenbow Museum, Calgary, AB <ul style="list-style-type: none">Designed and implemented educational crafts and activities for museum visitors	September 2017 - October 2018 September 2015 - May 2017 September 2012 - December 2014
Awards	Alexander Rutherford Scholarship <ul style="list-style-type: none">Awarded for academic excellence Coleman Family Art Award <ul style="list-style-type: none">Awarded for achievements in the fine arts Ivey Business School Case Competition <ul style="list-style-type: none">Awarded first place	2015 2015 2014

Skills

- Microsoft Word, PowerPoint, Excel, and Outlook
- Adobe Photoshop, Illustrator, and InDesign
- Google, Facebook, and Instagram Analytics
- Google Ads
- Articulate writing and verbal communication
- Trend forecasting
- Excellent time management skills
- Excellent eye for detail