

Mark Etting

Green Bay, WI 54304

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SUMMARY OF QUALIFICATIONS

- Strong interpersonal skills
- Excellent written, verbal, and presentation communication abilities
- Active and collaborative team player
- Critical thinker, problem solver, and decision maker
- Effective time management, organization, multitasking, and prioritization skills
- Strong work ethic; self-motivated and responsible
- Creative, innovative, and thinks outside the box

EDUCATION

Northeast Wisconsin Technical College, Green Bay, WI

Digital Marketing Technical Diploma

May 2024

- Relevant Coursework: Social Media Marketing, Digital Marketing, Content Marketing, Marketing Analytics

EXPERIENCE

Digital Marketing Intern

Blackberry Farms, Green Bay, WI

November 2023 – Present

- Upload content for external and internal websites, perform routine website audits to ensure websites are consistent and error free, and monitor and maintain business/local listings
- Create and monitor online event registrations, export lists, and email reminders and respond to cancelations
- Assist with building and deploying emails using an EMS platform

Social Media Coordinator Intern

August 2023 – November 2023

Panera Bread, Neenah, WI

- Utilized social listening tools to understand current conversations about Panera and how it can create new social opportunities
- Monitored ongoing social and cultural conversation to identify and implement “real time” opportunities to amplify Panera’s voice
- Worked with agency partners to develop and execute social media campaigns in support of brand and marketing initiatives
- Collaborated with PR and social media team to develop social media campaigns and ideas
- Strengthened Panera’s relationship with current digital community and developed strategies to grow social following while maintaining high levels of engagement

COMMUNITY INVOLVEMENT

Mentor for Youth

May 2023 – Present

Big Brothers Big Sisters of Northeastern Wisconsin, Green Bay, WI