

## Mark Etting

2740 West Mason Street, Green Bay, WI 54304

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### SUMMARY OF QUALIFICATIONS

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- Strong interpersonal skills; customer service experience
- Excellent written, verbal and presentation communication abilities
- Strong work ethic; active and collaborative team player
- Critical thinker, problem solver, and decision maker
- Effective time management, organization, multitasking, and prioritization skills
- Detail-oriented; ensures accuracy and precision in work
- Creative and innovative; customer-focused

### EDUCATION

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**Northeast Wisconsin Technical College**, Green Bay, WI

*Marketing Associate Degree*

May 2024

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

### EXPERIENCE

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**Digital Marketing Intern**

*Blackberry Farms*, Green Bay, WI

June 2023 – Present

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

**Social Media Coordinator Intern**

August 2022 – May 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
- Developed monthly social creative content brief and implementing with the assistance of internal team and agency partners
- Strengthen Panera’s relationship with our current digital community and developing strategies to grow our social following while maintaining high levels of engagement

### COMMUNITY INVOLVEMENT

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**Mentor for Youth**

May 2023 – Present

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