

Greta Wolking

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Associate Brand Manager

QUALIFICATIONS SUMMARY

- Dedicated professional with experience planning, executing and measuring integrated marketing campaigns
- Utilize leadership, communication, creative, technical and analytical skills driving impactful outcomes
- Collaborate with cross-functional teams developing and implementing consumer-centric solutions
- Develop brand positioning communication strategies, advertising and promotion initiatives
- Work with internal marketing team executing campaigns aligned with key performance objectives
- Analyze consumers' evolving needs, behaviors and trends understanding audiences and developing personalized messaging
- Attain Mu Kappa Tau National Marketing Honors Society Top 20% award

EDUCATION

James Madison University, Harrisonburg, VA 2018
BBA: Marketing, European Business concentration
BS: Media Arts & Design, Integrated Advertising and Corporate Communication concentration

University of Antwerp, Antwerp, Belgium | Study Abroad Program 2016

PROFESSIONAL EXPERIENCE

IMGE Advertising Agency 2017
Corporate Digital Marketing Intern

- Assisted in the creation and execution of cross-channel marketing campaigns
- Participated in planning meetings devising B2B and B2C client engagement strategies
- Conducted usability testing evaluating and enhancing digital platform content impact
- Analyzed campaign performance measuring marketing engagement effectiveness
- Created reports synthesizing data providing timely, accurate and actionable metrics and insights

WVPT, PBS TV Station 2017
Media and Production Intern

- Updated local and national commercials for PBS and PBS Kids
- Assisted producing Virginia Farming locally produced show

JMU COLLEGE OF BUSINESS 2017 - 2018
Student Assistant

- Design promotional materials including graphics, documents and video modules
- Utilize Illustrator, Canva, Photoshop and Acrobat Pro DC producing creative communication materials
- Advise students on marketing curriculum content and program selection

COMMUNITY INVOLVEMENT

Delta Gamma 2015 - 2017
Director of Public Relations, VP Finance

- Developed and distributed creative content across digital channels including Facebook, Twitter and Instagram
- Increased sorority awareness and engagement by 15%
- Managed 180K budget and collected 200+ member dues serving as Executive Board Member Treasurer

Madison American Advertising Federation 2017 - 2018
Director of Copywriting

- Prepare copy and script for 2018 National Student Advertising Competition campaign entry

TECHNICAL AND SOFTWARE SKILLS

Adobe Creative Cloud; Google Ad Words; Google Analytics; Microsoft Office;

ACHIEVEMENTS

Earned 2017 1st place International Business Ethics Case Competition award
Earned 2015 1st place Virginia State Champion Persuasive Speaking speech competition