

LIZ FAIRFAX

EDUCATION

BACHELOR OF SCIENCE, MARKETING MANAGEMENT <i>Virginia Polytechnic Institute and State University (Virginia Tech)</i> Concentration in Digital Marketing Strategy <i>Magna Cum Laude</i> 3.62 GPA Dean's List – 6 Semesters	Aug 2020 - Dec 2023 Blacksburg, VA
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EMPLOYMENT HISTORY

MARKETING COORDINATOR <i>Carahsoft Technology Corp. Google Cloud Team</i>	Feb 2025 - Oct 2025 Reston, VA
◆ Built and deployed 20+ email campaigns in CRM systems, including multi-touch nurture journeys and monthly newsletters, reaching thousands of targeted government and business contacts.	
◆ Worked cross-functionally with internal graphic design and web teams to manage creative requests, align on project timelines, and ensure deliverables met required lead times for launching LinkedIn and website promotion.	
◆ Synthesized campaign and event performance metrics each week, compiling insights from multiple data sources and summarizing key takeaways for leadership to inform strategy and ROI optimization.	
◆ Entered lead data into CRM, a task requiring system certification, ensuring accurate campaign targeting and reporting.	
WINE EDUCATOR, SOCIAL MEDIA AND EVENT COORDINATOR <i>Doukenie Winery</i>	Jun 2021 - May 2025 Hillsboro, VA
◆ Designed social and promotional content in Canva that boosted audience engagement and improved content performance by 202% in the first two weeks.	
◆ Raised follower growth by 46.2% in first month of partnership for a business with over 12,000+ followers across all channels.	
◆ Developed a comprehensive content strategy that includes newsletters, videos, and social media content to increase reach by 37.5% in first month of partnership.	
◆ Built relationships with over 20 local professionals and businesses to create partnership opportunities that benefit clients.	
◆ Assisted in the smooth transition of a rebrand, ensuring consistent messaging and visual brand identity across all platforms.	
ASSOCIATION SERVICES MARKETING INTERN <i>PMMI: The Association for Packaging and Processing Technologies</i>	May 2023 - Sep 2023 Herndon, VA
◆ Created Canva graphics and implemented a department-wide Buffer posting schedule, increasing LinkedIn content output by 2x.	
◆ Curated newsletters sent in mass marketing emails 3x per month to 1,000+ subscribers using platforms such as BeePro.	
◆ Created collateral marketing material and booth displays for the Las Vegas Pack Expo 2023, a trade show attended by 32,000 professionals.	

ADDITIONAL INFORMATION

Comedy Improv at Virginia Tech, President and Social Media Team, Aug 2020 - Dec 2023
◆ Expanded audience attendance more than tenfold, from 15 to 200 attendees within one year through targeted marketing campaigns, including photoshoots, social media, posters, and merchandise.
Kappa Alpha Theta, Member and Marketing Committee, Jan 2022 - Dec 2023
◆ Spearheaded campus marketing initiatives through engaging booths, dynamic social media competitions, and a major end-of-semester event, successfully raising \$30,000+ for our philanthropy over the course of my college career.

SKILLS

Graphic Design: Canva, Project Management: Event Planning, Webinar Production, Stakeholder Management, Productivity Tools: Microsoft Office, Google Workspace, Adobe Creative Suite, Analytics & Reporting: Data Analysis, Campaign Performance Measurement, Digital Marketing: Social Media Management (Hootsuite Amplify, Buffer), Content Creation, Brand Management, CRM Platforms: Salesforce, Carahsell, Marketing Automation & Email: BeePro, MailChimp, Omeda.