

# LIZ FAIRFAX

## EDUCATION

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### BACHELOR OF SCIENCE, MARKETING MANAGEMENT *Virginia Polytechnic Institute and State University (Virginia Tech)*

Aug 2020 - Dec 2023  
Blacksburg, VA

Concentration in Digital Marketing Strategy | *Magna Cum Laude* | 3.62 GPA  
*Dean's List* – 6 Semesters

## EMPLOYMENT HISTORY

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### MARKETING COORDINATOR *Carahsoft Technology Corp. | Google Cloud Team*

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 *Doukenie Winery*

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 *PMMI: The Association for Packaging and Processing Technologies*

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

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### 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

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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.