

LIZ FAIRFAX

EDUCATION

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

Aug 2020 – Dec 2023
Blacksburg, VA

- ◆ Concentration: Digital Marketing Strategy
- ◆ Honors: Magna Cum Laude
- ◆ GPA: 3.62/4.0
- ◆ Dean's List: 6 of 7 semesters

EMPLOYMENT HISTORY

OFFICE TEMPORARY *Beacon Hill Solutions Group, LLC*

Apr 2026 – Present
New York, NY

- ◆ Contracted through a staffing firm to complete temporary administrative assignments for multiple clients, including Aquarian Holdings LLC, across the New York metropolitan area.

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

Feb 2025 – Oct 2025
Reston, VA

- ◆ Owned end-to-end email and newsletter communications by deploying 20+ campaigns within marketing automation platforms, consistently meeting weekly send deadlines to reach thousands of government contacts.
- ◆ Collaborated with Sales, Design, and Web teams to deliver marketing materials, conduct peer reviews, oversee approval workflows, and ensure compliance with government marketing regulations and communication standards.
- ◆ Compiled weekly campaign data across email, calls, and events; updated CRM systems to maintain accurate pipeline visibility while informing leadership strategy and aligning cross-functional teams.
- ◆ Planned and executed the full lifecycle of the client's off-site presence at 21 events by identifying event ROI and risk, securing sponsorships, coordinating booth logistics, and preparing stakeholders.
- ◆ Project-managed 5 client webinars end-to-end, owning 8-week timelines from planning through live delivery; maintained registrant tracking, organized stakeholder tasks, and clarified responsibilities for content.
- ◆ Managed a \$120K marketing budget, including expense reporting, spend tracking, forecasting, invoicing, and reconciliations.

ASSOCIATION SERVICES MARKETING INTERN *PMMI: The Association for Packaging and Processing Technologies*

May 2023 – Sep 2023
Herndon, VA

- ◆ Created and executed email and direct mail campaigns for six packaging associations, leveraging Canva to design marketing assets and Adobe Premiere Pro to produce video content supporting trade marketing initiatives in packaging technology.
- ◆ Delivered targeted newsletters three times per month to 1,000+ packaging industry subscribers via BeePro, driving engagement and increasing awareness of member benefits.
- ◆ Analyzed client survey data on IT operations and cloud adoption, synthesizing results with independent research and industry statistics to produce a white paper on ERP, data sharing, security, and IoT integration.
- ◆ Operated lead retrieval on-site at the PMMI-hosted Las Vegas Pack Expo 2023, capturing session data from 32,000 attendees to help the sales team prioritize and qualify B2B prospects.

EVENT COORDINATOR, WINE EDUCATOR *Doukenie Winery*

Jun 2021 – May 2025
Hillsboro, VA

- ◆ Spearheaded the revival of the winery's annual Harvest Festival, coordinating across departments including tasting room staff and the winemaking team to relaunch the event and host 300+ attendees.
- ◆ Built relationships with 20+ local professionals and businesses to establish partnership opportunities that expanded the winery's community presence and created a network for future collaborations and events.

SKILLS

Customer Relationship Platforms: Salesforce and Carahsell,

Office Productivity Tools: Microsoft 365, Google Workspace, and Smartsheet,

Marketing Automation & Email Platforms: BeePro, MailChimp, Omeda, and HTML,

Digital Marketing Tools: Canva, Adobe Creative Suite, Hootsuite Amplify, and Buffer,

Event and Web Registration Softwares: Zoom Webinars