

Liz Fairfax

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Education

Bachelor of Science, Marketing Management, Aug 2020 - Dec 2023

Virginia Polytechnic Institute and State University, Blacksburg, VA

- Concentration in Digital Marketing Strategy
- Graduated Magna Cum Laude, Cumulative 3.62 GPA
- Dean's List – Fall 2020, Spring 2021, Spring 2022, Fall 2022, Spring 2023, Fall 2023

Employment History

Freelance Marketing and Communications Consultant, Jul 2024 - Present

Client - Doukenie Winery, Hillsboro, VA

- Created engaging content for social media and promotional materials, increasing audience engagement and optimizing content performance by 202% within the first two weeks of partnership
- 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, May 2023 - Sep 2023

PMMI: The Association for Packaging and Processing Technologies, Herndon, VA (On-Site)

- Balanced the B2B marketing needs and goals of six packaging associations: CPA, F4SS, CPC, OMAC, IoPP, and ISBT through trade marketing to increase the purchase and use of their products
- Graphic-designed 10 social media posts and 3 videos for LinkedIn to promote nationwide events that led to more traffic on their registration websites
- Created collateral marketing material and booth displays for the Las Vegas Pack Expo 2023, a trade show attended by 32,000 professionals
- Created a department-wide posting schedule using the platform Buffer to post 2x as much content on LinkedIn
- Curated newsletters sent in mass marketing emails 3x per month to 1,000+ subscribers using platforms such as BeePro
- Wrote white papers and blog posts discussing industry trends and the updated PMMI standards and regulations
- Moderated the Institute of Packaging Professionals 2023 Ameristar judging which included 7 senior executives from Fortune 500 companies

Additional Experiences

Comedy Improv at Virginia Tech, President and Social Media Team, Aug 2020 - Dec 2023

- Achieved a remarkable increase in audience attendance from 15 to 200 attendees, representing an increase of 1,233% 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

Virginia Tech Club Tennis Team, Player, Aug 2022 - Dec 2023

- Secured a spot on a competitive 30-member collegiate tennis team by outperforming 200 candidates, committing to five practices per week and traveling to an out-of-state tournament each semester

Skills

- **Microsoft Suite;** Word, PowerPoint, Excel, and SharePoint
- **Customer Relationship Management;** Salesforce, Buffer
- **Mass Email Marketing;** BeePro, MailChimp, and Omeda
- **Photo and Video Editing,** Adobe Creative Suite
- **Web and Graphic Design;** Wix, Canva
- **Market Research and Data Analysis,** Facebook's Meta Business Suite