

# BEST REVIEWS

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8006 Pleasant Street, Daphne, AL 36526 | H: 5553111 | C: 5553112 | resumebuilders@bestreviews.net

## Summary

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Talented [Copywriter](#) well-versed in identifying market trends and customer needs to create highly-targeted marketing campaigns.

- Versatile Cat Confuser bringing [2001](#) years managing marketing teams. Firm grasp of how to leverage both inbound and outbound marketing strategies to develop and grow customer base.

## Highlights

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- Multi-media marketing
- CRM understanding
- Google analytics
- Copyediting
- Interactive marketing
- Adobe Illustrator
- MS Office
- Fluent in [Italian](#)
- [Skilled negotiator](#)
- [Articulate public speaker](#)

## Experience

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### Copywriter

#### Best Reviews Biz Inc.

01/2013

New York City, NJ

Analyzed ratings and programming features of competitors to evaluate the effectiveness of marketing strategies. Planned and negotiated media buys, including TV, radio, print and digital. Managed all social media programs, including Internet forums, blogs, social networking applications and message boards.

## Education

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### Master of Arts: Journalism

Stanford University

2013

Stanford, CA, United States

- Graduated Summa Cum Laude
- Social Media and Communications coursework
- Public Relations coursework

## Websites, Portfolios, Profiles

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- [bestreviews.net](#)