

# ERIN WILLMANN / DIGITAL STRATEGIST

## EDUCATION

Webster University St. Louis, MO  
B.A. Advertising & Marketing Communications  
Expected graduation May 2012  
Studied abroad in Cha am, Thailand Fall 2010

## PROFESSIONAL EXPERIENCE

Reliv International Jan 2012-present  
Copywriting Intern

Infuz Aug 2011-Dec 2011  
Copywriting Intern

- Revise and generate proposals, eblasts, FAQ's, case studies, and content for social media

The Journal, Webster University Aug 2011-present  
Advertising Manager

- Utilized blogger outreach to bring in new accounts
- Designed and placed ads for small business including: Provalo Deli, Big Skye Cafe and Stl Wings

Once Films Jan 2011-Aug 2011

Freelance Copywriter and Digital Strategist

- Created copy for a Sauce Magazine print ad
- Implemented social networking through the @Once Films twitter account

## SKILLS

Proficient in Wordpress, Blogger, Twitter, Facebook, Hootsuite, Foursquare, Google Analytics, Illustrator, Photoshop, Indesign, Dreamweaver, iMovie, & Microsoft Office

## CAMPUS ACTIVITIES & PROFESSIONAL INVOLVEMENT

Treasurer of the Marketing Communications Club Fall 2009 and Fall 2011

Participant in Social Media Club St. Louis

Founding Mother of Delta Phi Epsilon at Webster University

Webster Scholarship Receipt 2008-2012

Chicago Advertising Federation Career Day Attendee Spring 2009

## COMMUNITY INVOLVEMENT

Webster Works Worldwide Volunteer 2008-2011

Camp Rainbow Counselor Summer 2008

## EMPLOYMENT

Panera Feb 2008- Aug 2011

Associate Trainer