

Sally Posterman

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SUMMARY OF QUALIFICATIONS

- Evaluate alternative distribution strategies
- Assess emerging trends in global trade that impact business and marketing
- Manage marketing within an enterprise
- Apply legal and ethical principles to personal, social, and professional behaviors
- Generate social media strategies to meet marketing and promotional objectives

EDUCATION

Northeast Wisconsin Technical College, Green Bay, WI

Marketing, Associate Degree

May 2018

- *Relevant Coursework:* Marketing Principles, Marketing Presentations, Social Media Marketing, Event Marketing, Market Research, Sales Management, Negotiate Customer Resistance

EXPERIENCE

Marketing Intern

Blackberry Farms, Green Bay, WI

June 2017 – Current

- Define content gaps that will help CP create a more holistic communications plan and enable a superior digital experience for our customers
- Create content blocks in preparation of a large scale digital migration – this may include short form and long form content
- PowerPoint creation, multi-media support
- Strong inter-personal skills
- Excellent written, verbal and presentation communication abilities
- Strong work ethic - willingness to roll-up sleeves and do the work as part of a team

Social Media Coordinator Intern

August 2016 – May 2017

Panera Bread, Neenah, WI

- Utilized social listening tools to understand current conversations about Panera and how it can create new social opportunities
- Monitored ongoing social and cultural conversation to identify and implement “real time” opportunities to amplify Panera’s voice
- Worked with agency partners to develop and execute social media campaigns in support of brand and marketing initiatives
- Collaborated with PR and social media team to develop social media campaigns and ideas
- Developed monthly social creative content brief and implementing with the assistance of internal team and agency partners
- Strengthen Panera’s relationship with our current digital community and developing strategies to grow our social following while maintaining high levels of engagement

COMMUNITY INVOLVEMENT

Mentor for Youth

May 2016 – Current

Big Brothers Big Sisters of Northeastern Wisconsin, Green Bay, WI