

# Rebecca Matthews

---

Houston, Texas | (832) 260-2242 | matthews.rebecca@ymail.com

## Experience

### **JR. DIGITAL MARKETING MANAGER | GAMA SONIC SOLAR LIGHTING | AUG 2017- NOV 2018**

- Create fresh and engaging content to support overall marketing objectives
- Measure campaign analytics using Google Analytics and present result in bi-monthly meetings
- Designed monthly email marketing newsletters and campaigns
- Update website and blog with relevant content
- Build and maintain social media presence on Facebook, Twitter, Pinterest and Instagram platforms
- Worked actively in Mailchimp, Hootsuite, Wordpress and Amazon
- Write product marketing material and press releases

### **PR & MARKETING INTERN | WRAPSODY | JAN – MAY 2017**

- Actively maintained social media presence on Facebook, Pinterest and Instagram with marketing and promotional material
- Designed weekly email marketing newsletters
- Kept ecommerce store updated with new merchandise

### **MARKETING INTERN | V3 MEDIA GROUP | MAY – AUGUST 2016**

- Wrote weekly blog post for company and clients
- Accomplished learning the fundamentals of web design HTML/ CSS
- Developed skills in Wordpress and SEO

## Education

### **AUBURN UNIVERSITY**

- Bachelor of Arts in Public Relations | Minor: General Business
- Dean's List 2014-2017

## Reference

### **CHRIS CALL**

- V3 Media Group
- Christopher@v3.com