

# ANGIE BERSIN

Digital Marketer

## CONTACT

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🏠 Bellingham, WA

## EDUCATION

**BACHELOR OF ARTS:  
MARKETING**

**MINOR:**

**COMMUNICATION STUDIES**

*December 2016*

Western Washington

University

Bellingham, WA

## COMPUTER SKILLS

Adobe Photoshop

Adobe InDesign

Blogging

Copywriting

HTML

MS Office

Wordpress

SEO / SEM

Social Media

## CERTIFICATIONS

Google Analytics

Google AdWords

Hootsuite

HubSpot

## EXPERIENCE

### NORTHWEST MULTIPLE LISTING SERVICE

*Communications Specialist | January 2017 - Present | Seattle, WA*

- Develop the weekly NWMLS newsletter and publish content for 28,000 members
- Implemented enhanced content strategy which increased Facebook followers by 15%
- Introduced data-driven strategies to improve website content with Google Analytics
- Coordinated an overhauled infographic which earned 3X more digital engagement
- Research and develop buyer personas for NWMLS members and subscribers
- Organized NWMLS Annual Golf Tournaments and exceeded fundraising goal by 24%
- Plan and coordinate marketing materials for upcoming product launches and events

### NORDSTROM INC.

*Retail Management Intern | Summer 2016 | Seattle, WA*

- Accelerated 8-week opportunity to be immersed in the customer-centric culture
- Inspired new social media strategy and increased Instagram engagement by 23%
- Participated in leadership and culture classes to enhance management skills
- Shadowed visual merchandisers to improve aesthetic and effectively market product
- Encouraged department and individual sales goals by leading associates

### RE/MAX WHATCOM COUNTY INC. - BUYERMAX INC.

*Marketing Coordinator & Office Manager | March 2012 - Sep. 2015 | Bellingham, WA*

- Optimized company website with SEO, HTML, content creation, and analytics
- Launched a redesigned newsletter and increased the click-through rate by 19%
- Increased Facebook likes by 16% with inbound marketing strategies
- Managed client relationship management to generate customer focused strategies
- Strategically marketed properties through social media and print/online advertising
- Managed day-to-day operations and new, pending, and sold listing paperwork

### GAP INC. - OLD NAVY

*Merchandising Specialist | March 2011 - March 2013 | Bellingham, WA*

- Successfully designed store layouts to optimize merchandising strategies
- Effectively managed associates and staff to perform delegated tasks
- Provided detailed product knowledge and service for customers
- Earned top credit card sales within first year of employment