

Josie Wenzell

Annapolis, Maryland | 248-633-6870 | josiewenzell@gmail.com

Digital Portfolio: www.jwenzell-marketing.com

EDUCATION

Miami University, Farmer School of Business – *Bachelor of Science in Business*

- Marketing major, concentration in European Culture and Society

EXPERIENCE

March 2025 – Present

The Summit School – *Marketing and Communications Manager*

- Lead the strategic direction and execution of internal and external marketing across digital, print, and event platforms.
- Developed, wrote, and designed marketing collateral including newsletters, brochures, reports, ads, event materials, stakeholder messaging, and social media deliverables using Google Workspace, Finalsite, Bloomerang, Constant Contact, Adobe Creative Suite, and Canva.
- Drove a 1,731% increase in Instagram user engagement within six months by implementing organic social media strategies centered on feed curation, storytelling, and cohesive brand image.
- Facilitated vendor relationships and devised a strategic budget for digital advertising and marketing projects to coordinate outreach initiatives, conferences, and school events.
- Maintained exceptional user engagement—consistently exceeding 80% open rates on weekly emails—through visually compelling and audience-driven design.
- Partnered cross-departmentally to ensure brand cohesion, inform strategy, and execute marketing initiatives that achieved full enrollment for the 2025–2026 school year.

March 2024 – February 2025

For All Seasons, Inc. – *Marketing and Outreach Coordinator*

- Created and managed engaging digital content across social media platforms (Facebook, Instagram, and LinkedIn) to increase awareness of mental health and sexual violence victim support services.
- Designed and produced digital and print advertising materials—including flyers, banners, brochures, and billboards, using Adobe InDesign and Canva.
- Coordinated ad placements across digital and social platforms with retargeting, keyword, and geo-fenced ad strategies, while maintaining website content and landing pages.
- Spearheaded marketing efforts geared toward previously untapped youth audiences, diversifying and increasing brand reach through event representation and distribution of branded merchandise.

May 2023 – March 2024

Madison Heights Community Coalition – *Marketing Specialist & Youth Coordinator*

- Planned and promoted community events throughout the Metro Detroit area to increase awareness of youth mental health and drug prevention efforts through targeted grassroots marketing strategies.
- Curated successful social media marketing campaigns that increased Facebook and Instagram reach by 42.7% (nearly 40,000 users) in under a year.
- Championed philanthropic efforts through email marketing using MailChimp, which resulted in an impressive 85% conversion rate to the organization's donation webpage.
- Developed visually engaging presentations and digital meeting materials to drive student participation using Canva, Microsoft PowerPoint, and Kahoot.
- Managed the agency's student intern, overseeing their communications projects and ensuring consistent messaging across marketing materials and outreach initiatives.
- Founded and led the Youth Wellness Council, developing outreach strategies to engage middle and high school students around leadership, mental health, and substance prevention initiatives, cultivating a safer community.

August 2023 – March 2024

ECampus.com – Marketing Intern

- Independently managed the full creative process for weekly email marketing—from copywriting and design to formatting and distribution—resulting in consistent brand engagement.
- Served as a brand ambassador for the physical store location, collaborating with store management to plan marketing activations and promote apparel and merchandise to increase brand awareness and engagement across campus.
- Collaborated on lifestyle photoshoots modeling branded apparel, to create authentic, engaging marketing visuals for social media and promotional use.
- Created and published social media content on Instagram, TikTok, and Facebook, including short-form video content (Reels/TikTok) highlighting company promotions and campus events.
- Increased TikTok reach by nearly 60% in six months through short-form video-based content that boosted brand awareness and drove both in-store and online sales.

December 2022 – May 2023

Victoria's Secret PINK – Social Media GURU: Campus Team Independent Contractor

- Assisted with marketing events, promotional projects, and brand activations for the PINK Campus Representative Program.
- Produced and shared content in compliance with FTC guidelines to promote brand values and campaigns on the company's Campus Team Instagram account, including images, videos, and Canva-designed graphics to increase student engagement.
- Represented the brand at campus events and contributed creative marketing ideas to strengthen on-campus presence.

May – August 2022

The City of Madison Heights – Finance and Community Development Intern

- Assisted residents, business owners, contractors, and the general public with financial transactions in the Treasurer's Office, providing accurate processing and exceptional customer service.
- Managed administrative operations, including mail processing, document scanning, financial record filing, and organization of daily transaction documentation.
- Performed daily financial reconciliations and close-out procedures, ensuring accuracy, accountability, and compliance with local government financial standards.

SKILLS

- Digital and social media marketing
- Market segmentation and targeting
- Vendor and agency coordination
- Budget management
- Data analysis and collection
- KPI tracking and reporting
- SEO and SEM
- Graphic design
- Canva and Adobe Creative Cloud
- Constant Contact and MailChimp
- WordPress, Bloomerang, and FinalSite
- Microsoft 365 and Google Workspace
- Strategic thinking
- Creativity
- Problem solving
- Attention to detail