

Beyoncé Knowles

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EDUCATION

Barnard College, Columbia University

Bachelor of Arts **Major:** Urban Studies **Minor:** English

GPA: 3.7/4.0 **Honors:** Dean's List, Order of Omega, Lauren Graham Prize

New York, NY

May 2015

PROFESSIONAL EXPERIENCE

Creative Inc.

Marketing Manager

New York, NY

January 2017– Present

- Lead direct-response marketing strategy for brands like Warby Parker and Blue Apron, yielding average of 450% ROI
- Conduct interviews with 20 senior leaders at innovative companies to develop and enhance brand voice and ad strategy
- Collaborate with copy and design team to optimize landing pages, resulting in 15%-30% increase in online conversions
- Manage team of 4 associates; prioritize client requests and oversee social media campaign implementation
- Establish and track KPIs using tools such as Google Analytics and build dashboards to present to clients on quarterly basis

Time Out New York

Visual Arts Associate

New York, NY

September 2015 – October 2016

- Wrote press releases and feature articles about the New York City art scene, garnering a total of 100,000 views
- Increased following on Facebook by 250% by optimizing event content and implementing look-a-like ad campaigns
- Initiated event partnerships with other cultural publications including The New York Times, Gothamist and Village Voice
- Fact-checked reviews and listings by researching and contacting relevant sources; recorded changes and updated content

Lisa Goldstein Literary Agency

Editorial Intern

New York, NY

May 2013 – May 2014

- Analyzed book contracts and developed organizational system in Excel to arrange distribution rights of 200 contracts
- Reviewed manuscripts and submitted evaluations to senior agents regarding potential for success and cultural fit
- Read and responded to over 30 query letters daily and assessed whether senior agents should request an author's manuscript

Women of the World

Events Intern

New York, NY

July 2012 – October 2012

- Coordinated weeklong conference of art exhibitions, networking events and panels with 500+ women leader attendees
- Drafted 10 email newsletters per week using MailChimp, yielding 150% increase in advance signups from year prior
- Managed fundraising campaigns, raising over \$30,000 for girl's education non-profits in India, Bangladesh and Sudan

LEADERSHIP & INVOLVEMENT

Athena Center for Leadership Studies

Content Editor

New York, NY

December 2014 – May 2015

- Review and edit submissions to ensure content on female leaders from international and interdisciplinary perspectives
- Collaborate with Editor-in-Chief to create and enforce journal editorial policy and ensure content management integrity
- Generate content for Facebook and Twitter to strengthen brand and build a following, gaining 25% more followers MoM

Columbia Daily Spectator

Senior Staff Writer

New York, NY

September 2011 – May 2015

- Researched and wrote 20 articles on urban art and culture, focusing on social and political movements in Harlem
- Copyedited 40+ articles per semester to ensure clarity and adherence to long-standing editorial standards
- Led training for 50 student writers per semester and created materials on publication's history, voice and policies

SKILLS & INTERESTS

- **Computer:** Proficient in Google Docs, Analytics, AdWords, Wordpress, Mailchimp, Microsoft Office Suite
- **Language:** Fluent in French, proficient in Spanish, basic in Italian
- **Hobbies:** hip-hop, hiking, vegan cooking