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| Joseph Gross  2166 Hadden Rd Savannah NY 13146 · (315) 576-4226 · Newholland75@gmail.com |
| Seasoned digital marketer with a long history of freelance work and advanced computer skills. Looking to further my career by pursuing a digital marketing role to help my clients achieve their business objectives. Bringing extensive knowledge of graphics creation and SEO skills, plus a continuous desire to improve.  summary of skills:   * Knowledge and experience working with many computer programs including (Constant Contact, Google ads, Facebook ads, Instagram ads, TikTok ads, Wix, Word Press, Adobe Creative Cloud, Microsoft Office, Doc hub, Dropbox, Teams, Canva, Photography, Videography) * Excellent listening, communication, time management and organizational skills. * Knowledge and experience in Sales & Marketing, devoted to creating, designing & promoting ads.   Experience:  @River.the.silver on Tik Tok   * Established a following on Tik Tok at 20k. * Have had 3 viral videos of 120k views or more. * Gained respect of several sponsors and affiliates. * Create content and publish it daily. * Engage with the audience on TikTok live to give away free sponsored items.   USOC Adventure TV- Pursuit Channel 2019-Present  **Sales/ Social Media Marketing Manager**   * Engage sponsors with new ideas to promote brands. * Leading sales by following through and closing sponsorship leads. * Expanded a following on social media platforms. * Created a user-friendly Interactive website. * Created graphic work for social media. * Established a successful long-term enrollment. * Created a distribution list for emailing members.   Collins Low Country Hunt Club 2012-Present  **Sales/Marketing**  • Created distribution list for emailing clientele  • Took photos and videos for website and social media.  • Consulted on promoting hunts for the club.  • Created an interactive website.  STAND4 Outdoors 2017- 2020  **Sales/Marketing**   * Assisted the company to get their clothing into retail stores. * Created new designs to promote the company. * Polled clientele on what type of new designs they wanted. * Able to get the company new resources for the product at an affordable cost.   (cost down by 15.8% by talking with different printers.)  Train Hunt Eat 2019-2020  **Sales/Marketing**   * Collected data on social media (using polls) to see what new logo we should design for the company. * Assisted in finding merchandise at an affordable cost. * Designed new logo for Merchandise.   Team Back Yard Bucks 2016-2018  **Event Sponsor**   * Communicate with companies to gather donations for banquets One wish foundation that helps children get their wish of a hunting trip. * Through social media I was able to spread the word about events to sell tickets.   (Got attendance up by 20%.)   * Relationship builder that has amounted to friendships.   **EDUCATION:**  Herkimer County Community College  Business Marketing Degree Spring 2009  Cayuga Community College  Business Communications Degree Spring 2008  Clyde Savannah High School  Regents Diploma June 2006  **References:**  Garrick Brown  585-300-9024  Tom Collins,  1-803-928-0410  Dana Hall  315-729-3773  Paul Bond  419-512-9919 |
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