



TARYN RUSS

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PROFESSIONAL SUMMARY

Energetic and motivated marketing professional with experience in creating successful marketing campaigns and collaborating with associates to meet objectives and exceed company goals. Adept at working in a fast-paced environment while remaining organized and maximizing performance.

SKILLS

- Social media content creation
- Digital marketing/Google Ad campaigns
- Google Analytics
- Email creation (Campaign Monitor)
- Reporting and tracking
- Data collection and analysis
- Relationship development
- Customer service
- Adobe Photoshop
- Brand building

WORK HISTORY

Digital Marketing Coordinator | MJH Life Sciences – Cranbury, NJ
04/2019 - CURRENT

- Managed 100+ continuing medical education online activities
- Developed content and executed marketing campaigns to drive participation to online activities and live conferences through email marketing, digital advertising, and print pieces
- Increased overall audience participation and attendance for live and online programs
- Created and maintained a detailed tracker with marketing tactics for each program
- Managed B2B direct mail campaigns with pharmaceutical clients
- Continued to manage all tradeshow arrangements and logistics
- Developed new and innovative tactics to enhance brand messaging

Executive Assistant | MJH Life Sciences – Cranbury, NJ
04/2018 - 04/2019

- Assisted President and Senior Vice President of PER® with daily schedules, including calendar management, written correspondence, agenda development, meeting/program planning, travel management, etc.
- Spoke/wrote articulately to and with key opinion leaders in support of President and Senior Vice President's activities
- Created and updated contracts, documents, reports, and presentations using MS Office applications
- Transcribed and distributed notes for weekly meetings
- Acted as liaison for Professional Relations to both internal associates and external contacts
- Coordinated all trade show arrangements and logistics

- Managed weekly/monthly invoices, expense reports, and reconciliations

Marketing Coordinator | Brandipity Advertising – Myrtle Beach, SC
01/2017 - 12/2017

- Maintained seven of our clients' various social media accounts (Facebook, Instagram, Twitter)
- Independently overcame challenges when creating content for clients across industry lines
- Utilized efficient and courteous customer service when responding to Facebook messages and complaints
- Acquired valuable knowledge and skills about Microsoft Office applications and other content creation programs (VSCO, Canva, Boomerang, iMovie, YouTube)
- Worked closely with Facebook Analytics
- Regularly communicated with editors, bloggers, and managers about product promotion and press releases

EDUCATION Coastal Carolina University, Conway, SC 08/2014 - 12/2017
Bachelor of Arts in Communication
Major: Public Relations and Integrated Communication | Minor: Marketing

- Graduated Magna Cum Laude
- GPA: 3.9