

MONICA VOTH



◆ WEB DESIGN & ONLINE MARKETING ◆

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PROFILE

I am a web designer, online marketing manager and consultant. In addition to my primary employment as marketing and website manager for an interior design studio, I take freelance jobs for web design and social media marketing. I have worked with a broad range of businesses and clients from a Belgian chocolate shop and Scottish tea salon to a farming equipment manufacturer. My focus is small businesses and the importance an organized and effective online presence has on their success.

PROFESSIONAL EXPERIENCE

Marketing Manager & Web Designer

Living Rooms by Gayle | Newton, KS
June 2011 - Present

- Created and maintain the business website and blog
- Developed a coordinated social media presence
- Design ads for local newspapers and magazines
- Organize promotional events and sales
- Manage email marketing
- Create business cards, flyers and other printed promotional material
- Work closely with staff and management to ensure a unified branding

Marketing Consultant

B'cosse | Montpellier, France
Jan. 2015 - Present

- Implemented a social media marketing strategy across multiple platforms
- Improved branding materials and designed menus, business cards, and posters
- Coordinated with the local newspaper to promote store activities
- Helped plan and organize promotional events
- Advised on search engine optimization improvements
- Increased traffic and customer engagement both in-store and online

Circulation Staff

Mabee Library | Topeka, KS
Jan. 2012 - May 2014

- Served as a customer service resource for library patrons
- Guided assistance with research projects
- Provided basic tech support to evening patrons seeking after hours help

Archives Assistant

Mabee Library | Topeka, KS
Aug. 2010 - May 2014

- Fulfilled research requests involving archival material
- Managed the digitization of archived newspaper
- Maintained special collections
- Filed and cataloged new entries and donations to the archives department

CERTIFICATION

- May 2016 **Wix Webmaster**
WixEd
- June 2015 **Inbound Certification**
HubSpot Academy

EDUCATION

- 2010 - 2014 **Bachelor of Arts, Major in French, Minor in International Studies, Additional Focus in Mass Media Public Relations**
Washburn University | Topeka, KS
Suma Cum Laude with Honors

SKILLS

- Website creation
- Social media
- Blogging
- Email marketing
- Photography
- Planing & Strategy

REFERENCES

Available upon request

LANGUAGE

English - Native
French - Fluent