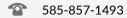
## FIONA WILMOT

Wilbur O. and Ann Powers College of Business, Clemson University

**BA Management** 

**Brand Communications** 



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3 Fitzmot Glen. Pittsford NY

https://www.linkedin.com/in/fion a-wilmot-884947238/

### EXPERIENCE

#### **ENERGYWORKS HEALTH**

Rochester, NY

2022 -

Present

- Webpage Design
- Collaboration with client for social media posts/content

#### **GIFTED LIGHT**

Rochester NY

2023

- Logo design,
- Creation of logo for client (including business cards)

#### EDUCATION

#### Clemson University

WILBUR O. AND ANN POWERS COLLEGE OF BUSINESS

#### Management

2021-2024

ERWIN CENTER FOR BRAND COMMUNICATIONS
Brand Communications (minor) 2021-2024

# PORTFOLIO: fionawilmot.com

A brand strategist with a BA in Management and a minor in Brand Communications. Passionate about cultivating creative insights to develop impactful brand strategies. Skilled in market analysis, brand development, and consumer behavior. Committed to driving brand excellence and making a meaningful impact in the industry.

## SKILLS

(relevant coursework)

- Brand Strategy
- Strategic Management
- Digital Media Planning
- Digital Experience and Content Strategy
- Media Buying/Planning
- Content Creation

#### OTHER

- Microsoft Excel/Powerpoint
- Wordpress
- Social Platforms
- Canva

# CERTIFIED ANA MARKETING STRUDENT (CAMS) 2024



MARKETPLACE SIMULATION COMPLETION 2024

