



FIONA WILMOT


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

BA Management

Brand Communications

 585-857-1493
 fkwilmot@gmail.com

 3 Fitzmot Glen. Pittsford NY

 <https://www.linkedin.com/in/fiona-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 STUDENT (CAMS)

2024



MARKETPLACE SIMULATION COMPLETION 2024

