

Georgia Zalk

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Skills

- Project Management
- Digital Media
- Strategic Communications
- Social Media

Software Programs

- Adobe Suite
- Crowdfire, Hootsuite
- LinkedIn Campaign Manager
- Wordpress
- Buffer, VLC, Premier Pro

Leadership

Sigma Kappa Sorority
Executive Board

- Social 2020
- Technology Chair 2019

Volunteer

- Blakey Hall 2018 - Present
- It Takes a Village 2019

Education

Double majors:

B.A. Strategic Communications

B.A. Graphic Design

Elon University, 2021

Cum Laude

Strengths Finder

- Strategic
- Developer
- WOO (Winning Others Over)
- Communication
- Empathy

Events Experience

- D.C. Earth Day on the Mall
- L.A. Air & Style Festival
- Black Eyed Peas Global Recycling

Social Media & Marketing Experience

Super Connector Media www.superconnectormedia.com | New York, NY June 2021-Present

Conducting weekly calls with clients to discuss amplification goals & strategies
Creating amplification strategy for each client's PR placements including designing graphics, video clips, audiograms, and social copy
Producing client success reports and monitoring client's social performance
Supporting internal team with amplification ideas for internal marketing needs
Monitoring social media trends and channels

Bruno PR and Social www.brunoprandsocial.com | New York, NY January 2021 – May 2021

Participated in strategic social media strategy development and monthly concept planning across social media channels for clients
Assisted with writing social media copy and content creation
Analyzed key performance indicators in monthly metrics to create reports
Built following and engagement with client's social media communities

Prospectr Marketing www.prospectrmarketing.com | Minneapolis, MN Summer 2020

Initiated organization of multiple new client accounts daily in fast paced marketing firm setting
Facilitated Internet marketing campaigns for multiple clients weekly
Assessed operations team and software systems for errors
Learned all aspects of RevEngine™ and programming

Sarah Bridges Consulting www.sarahbridges.com | Minneapolis, MN Summer 2019

Created social media presence and grew Instagram and Facebook accounts for professional consultancy firm & managed website
Filmed and edited informational videos featuring coaching content to post on social media as well as leverage in other channels
Created weekly newsletter and mailing list subscription, grew from zero contacts to over 500

Effect Partners www.effectpartners.com | Minneapolis, MN Winter 2018 & 2019

Researched social media influencers to help build databases for campaigns
Compiled data into spreadsheets using Excel
Managed multiple tasks for VeganStrong campaign from promotion boxes to creating messaging content

Style Architects www.style-architects.com | Minneapolis, MN Summer 2019

Scouted for creative, brand appropriate and compelling Instagram material for well respected PR firm