

Michaela Burke

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PROFILE

- **Key Strengths:** Highly motivated and results-driven individual with strong interpersonal, project management, and communication skills, thrives in collaborative team environments, and demonstrates outstanding leadership, organization skills, and problem-solving abilities
- **Skills and Certifications:** Microsoft (including Excel, Word, Powerpoint, Teams), Monday.com, Google Analytics, WordPress.com, InDesign, HubSpot Software (Marketing, Social Media, Content, and Inbound), Wix, Figma, Spanish (Duolingo Learning Streak of 700+ consecutive days), ASL

RELEVANT PROFESSIONAL EXPERIENCES

Marketing and Project Coordinator (Charleston, SC)

June 2022 - October 2023

Dunes Properties (Boutique Residential and Commercial Real Estate Company)

- Responsible for B2C and B2B programs and projects for corporate and individual agents
 - Collaborated across company leadership and other resources to develop and execute social media strategies and associated projects (with over 16K followers)
 - Centralized and managed a new, fully auditable database of over 4,000 contacts for corporate outreach
 - Created personal branding programs and marketing projects for agents including custom email templates, improved digital profiles, and custom websites

Strategic Marketing Capstone Project (Boston, MA)

January 2022 - April 2022

Spokeo, Inc. (People Intelligence Service)

- Developed an integrated consumer marketing strategy and program to reposition the company from a people search platform to an identity protection resource
 - Responsible for project management including client coordination/communication and leading a team of 7
 - Scope of work included project definition, research/surveys, data-driven market evaluation and positioning, defining target profiles, and digital media programs
 - Project concluded successfully with presentation to board with proposed media plan and recommended timelines

Marketing Externship (Boston, MA)

January 2022 - April 2022

TeamBonding, Inc. (Provides team building events and activities for Fortune 100 companies)

- Successfully project-managed the redevelopment of the new corporate website, including cross-referencing 250+ pages to ensure accuracy and consistency
- Responsible for researching and writing digital content to optimize SEO and drive reach (increased unique page views by an average of 400%)

Founder (Boston, MA)

August 2020 - January 2021

Context@College (knowledge hub for college students looking to develop professionally)

- Envisioned and executed the development of a platform to share conversations with business executives offering insight into their professional experience and career pathways
- Centralized a database of resources as a toolkit for students development, to include interview prep, internship guidance, social media management, resume and LinkedIn execution
- As founder, responsible to interview, hire, and manage a team of four to accomplish the above

EDUCATION

Emerson College

May 2022

Bachelor of Science • Major: Marketing Communications Minors: Psychology and Sports Communications

Cum Laude graduate (3.9 GPA)