**CHARLOTTE MOOGAN**

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**EDUCATION**Baruch College, City University of New York New York, NY Expected: May 2019

* Degree: Bachelor of Business Administration
* Major: Advertising and Marketing Communications
* Minors: Psychology
* Cumulative GPA: 3.8
* Membership: Sigma Alpha Delta Honor Society, Dean’s List

**PROFESSIONAL EXPERIENCE**

Verb Products New York, NY May 2018 – Present

*Marketing & Sales Assistant*

* Managing Verb’s press email and communications between the brand and editors.
* Planned and executed the brand’s first ever pop up shop located in the Lower East Side of Manhattan with a $50,000 budget.
* Creating copy for all new product descriptions, both for the brand’s website and for physical products.
* Copywriting press releases about new products, new promotions and general company news.
* Copywriting all promotional emails that are sent to the brand’s 27,000 email subscribers.
* Uploading and managing all products and kits hosted on the brand’s content management system.

Verb Products New York, NY Nov. 2017 – May 2018

*PR & Marketing Intern*

* Created landing pages and promotional emails highlighting upcoming marketing campaigns.
* Designed visual media content, including advertisements, social media tiles, and event promotional materials.
* Created and updated brand’s product education pages at theverbword.com.

Smartling New York, NY May 2017 – Oct. 2017  
*Marketing Intern*

* Provided support in the day-to day marketing activities across Product Marketing, Demand Generation, and Event Marketing teams.
* Created/scheduled social media activity to increase brand’s social media presence and drive online engagement.
* Created landing pages and promotional emails highlighting upcoming marketing campaigns.
* Designed visual media content, including advertisements, social media tiles, and event promotional materials.
* Sourced venues throughout North America and Europe for Smartling owned events.
* Sourced gifts for key prospects and customers experiencing significant personal/professional milestones.
* Researched industry conferences in key verticals for evaluation; presented to Field Marketing Manager.
* Oversaw shipping requirements for all conferences, Smartling owned events, and day-to-day marketing activities.
* Sourced 50+ branded swag items and presented to Field Marketing Manager to build out swag offering in advance of conferences and Smartling owned events.

The POP Bag New York, NY Oct. 2016 – May 2017

*Social Media/Marketing Intern*

* Created/scheduled social media activity to increase social media presence and drive online engagement for both employer and clients.
* Planned/executed weekly promotional film events featuring clients’ products/services at Cinepolis Chelsea Cinema NYC.
* Sourced potential clients and coordinated co-branded promotional events on client’s behalf.

Dinghy Restaurant Brooklyn, NY Oct. 2016 – April 2017

*Barista/Server*

* Served wide variety of food and beverage options; provided exemplary customer service to ensure optimal guest experience.
* Trained incoming baristas to ensure continued high level of customer service.

Beny’s Delice Café Brooklyn, NY Nov. 2015 – Aug. 2016

*Barista/Server*

* Served wide variety of food and beverage options; provided exemplary customer service to ensure optimal guest experience.
* Trained incoming baristas to ensure continued high level of customer service.

Family Camp Ten Mile River Boy Scout Camps, NY June 2015 – Aug. 2015

*Program Director*

* Promoted camper engagement by creating/leading daily program activities.
* Managed camp’s CIT, lifeguards, and Aquatics Director while overseeing all aquatics activities.
* Collaborated with fellow Program Directors from affiliated camps to organize daily out-of-camp programs, including archery, rock climbing, and canoe trips.

Family Camp Ten Mile River Boy Scout Camps, NY June 2012 – Aug. 2014

*Lifeguard*

* Obtained Boy Scouts of America Lifeguard certification, American Red Cross CPR certification, and American Red Cross First Aid/RTE certification.
* Responsible for the safety of all adults/children swimming within a lake/beachfront environment.

**TECHNICAL SKILLS**

Operating Systems:Windows 95/98/2000/Vista/XP, Mac OS X

Desktop Applications: Microsoft Office (Word, Excel, PowerPoint), iCal

Internet Applications: G-Suite, HubSpot, Salesforce, YouCanBook.me, Canva, Drupal, Squarespace, Wix, UltraCart

Social Media Platforms: Twitter, Facebook, Tumblr, Instagram, Pinterest, LinkedIn, Snapchat