

# Maggie Stanton, MBA

## Marketing Specialist

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### EXPERIENCE

#### **Baker University, Overland Park, KS** - *Segment Marketing Specialist*

MARCH 2018 - PRESENT

- Spearheaded and tailored copy of multiple email campaigns, including funnel to prospective doctoral students, CPA enrollment funnel, re-entry and referral campaign.
- Managed and created content for Overland Park campus social media and eNewsletter.
- Developed overarching strategy to increase enrollment of prospective military students.

#### **Sprint, Overland Park, KS** - *Corporate Communications Intern*

SUMMER 2017

- Wrote and edited CEO's company-wide weekly newsletter and external correspondence.
- Coordinated logistics and media pitches for 2017 Holiday Gift Guide Media Event.
- Wrote and developed internal communications, including quarterly Town Hall presentation.

#### **Food Science Institute, Manhattan KS** - *Social Media and eNewsletter Writer*

SPRING 2017

- Create social media content for official Facebook, Twitter, and Instagram.
- Determined social media growth strategy, resulting in increased organic Facebook reach to over 2,400 people, increased Twitter followers by nearly 25 percent and increased Instagram followers by 81 percent.
- Report on university events and student research for eNewsletter.

#### **K-State Music, Theatre and Dance, Manhattan KS** - *Social Media and Marketing Intern*

SPRING 2017

- Implemented eNewsletter and social media, spearheading social media branding strategy.
- Maintained social media presence with over 8,400 average monthly Twitter impressions, 183 percent increase in Facebook post engagement and promotional Instagram strategy.

#### **K-State Office of Assessment, Manhattan KS** - *Communications Assistant*

AUGUST 2017 - MAY 2017

- Managed and created content for university-affiliated Twitter account and eNewsletter.
- Spearheaded campaign promoting Diversity Summit, resulting in over 13,000 impressions.

### EDUCATION

#### **Baker University, Overland Park, KS** - *Master of Business Administration*

JANUARY 2019 - DECEMBER 2019

#### **Kansas State University, Manhattan, KS** - *Bachelor of Science in mass communications*

AUGUST 2013 - DECEMBER 2017

Degree emphasis in public relations, minor in communication studies

### SKILLS

Certified Advanced Google Analytics • SEO • Media Storytelling • Adobe Creative Cloud • Email Marketing • Social Media Marketing • Promotional Video Production