

## Education

Graduated with Honors Spring 2017  
Montana State University  
Bozeman, MT  
Bachelor of Science, Business Marketing  
Minor in Mathematics, Statistics

**Adam Waldorf**

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## Accomplishments

- Increased events traffic to local venue by 15% from 2018 to 2019 through extensive research, promotional planning, and demographic knowledge
- Increased company's social media engagement by 125% through utilization of Facebook Ads Manager and creative social media campaigns
- Created budgeting plans, analytical/statistical reports, organizational spreadsheets, and tracking plans to increase organization and efficiency in company
- Redesigned and maintained websites through WordPress for local businesses
- Taught an "Intro to Statistics" class my senior year of college

## Skills

- Facebook Ad Manager and analytics software
- Knowledgeable with Google Analytics
- Experience editing websites through WordPress
- Experience in database management using SQL
- Vast knowledge in the Microsoft Office Suite
- Facebook/Instagram Insights & Analytics
- Data visualization using Tableau & Excel
- Marketing pitch design

## Work Experience

**Marketing Manager and Events Coordinator: Bozeman Hot Springs/TRD Inc.**

**June 2016-Current**

- Created and budgeted yearly marketing plans to promote the facility
- Used analytics and statistics to track success of events and promotions
- Researched markets and demographics to further understand the target audience of company
- Tracked website traffic using Google Analytics
- Met with local companies to run both digital and non-digital ads
- Created an email database and maintained biweekly email marketing campaigns
- Redesigned, maintained, and updated websites to improve cosmetics, navigation, and ease of use
- Created, maintained, and analyzed Facebook ads through Facebook Ads Manager
- Created tracking spreadsheets and documents for every department in company
- Scheduled/coordinated biweekly events and promoted those events through multiple online sources

**Culture Writer: Montana State Exponent**

**April 2015-May 2017**

- Wrote weekly articles about local events, movies, and other forms of media in order to attract people to various local spots
- Worked with editor to perfect writing
- Met weekly publishing deadlines

**References Available Upon Request**