

ERIKA STUPEK

General Management MBA Student

EDUCATION

University of Wisconsin-Oshkosh
BA in Public Relations and Journalism with emphasis in Advertising

MBA student studying General Management at University of Wisconsin-Parkside

EXPERIENCE

Bobi NYC New York, NY June 2019-January 2021

Public Relations and Community Manager

- Developed and implemented strategies for client audience and sales growth based on data and metrics
- Established and maintained relationships with clients, agents, and other professionals in the field
- Managed the social platforms for high-profile clients

Public Relations/Branding Intern

- Maintained the brand and image and voice of Bobi NYC by creating relevant and engaging content

NSAC Oshkosh, WI January 2019-April 2019

Strategic Copy-writer and Creative Team Lead

- Lead in writing and editing of creative brief and presentations
- Collaborated with a team and implemented a creative direction for the campaign

EasyShare Melbourne, Australia June 2018-July 2018

Marketing Intern

- Performed cross-market research and analysis
- Analyzed competitor data and metrics to create competitor landscapes

Fox Valley Autism Oshkosh, WI October 2017-May 2018

Line Therapist

- Implemented personalized communication strategies to promote language development for a client

CONTACT

(414)-690-9979

estupek20@alumni.uwosh.edu

Portfolio: stupee94.wixsite.com/portfolio

Location: Milwaukee, WI

SKILLS

- Adapts quickly to new and unfamiliar settings
- Advanced in Microsoft Suite
- Excellent written and oral communication skills
- HubSpot Inbound Certified
- Google Analytics Certified for Beginners
- Proficient in Adobe Photoshop
- Familiar with advertising and PR campaign development and strategies
- Trained in Facebook for Business and Facebook Ads
- Familiar with basic html coding
- Excellent problem-solving and critical thinking skills
- Well-versed in Facebook, Instagram, Twitter, and YouTube
- Skilled in journalistic style of writing and editing
- Knowledgeable of Sprout Social and Hootsuite

LEADERSHIP & AWARDS

Advertising Club President 2019

2nd Place National Student Advertising Competition