

LOUIS CHAPMAN

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My goal is to obtain a position in which I can utilize my marketing and teamwork skills while continuing to develop and enhance my knowledge of business and marketing strategies.

EXPERIENCE

JAN 2018 – PRESENT

FREELANCE MARKETING

Starting or enhancing Online presence for several companies or clients with WordPress websites, marketing strategies, social media campaigns, and digital/print marketing materials. Most recently, a complete update of the **Ferrari Gutter Service website**.

APR 2019 – AUG 2020

MARKETING MANAGER, ARCANÉ STRATEGIES

Developed and implemented all marketing efforts for a software development company. Using tools like **SEMRush**, I created targeted keyword content for blog, Google and Social Media ads, and podcast topics. Also used focus groups to assist in new product development and branding.

MAR – DEC 2017

MARKETING INTERN, GREAT DANE

Created marketing materials and websites on **Events Team** for company events with 30 to 350 participants, using Cvent event software. Also, was a member of **Innovation Challenge Team**.

EDUCATION

DEC 2016

BUSINESS ADMINISTRATION, MARKETING MINOR

CLEVELAND STATE UNIVISTIY

While attending classes, worked as an intern on the **Business Process Improvement Team** at Sherwin Williams headquarters. Connected business process owners with the development team to create more efficient ways to use their software.

SKILLS

- Social Media Marketing
- Website / UI Design
- Business Process Improvement
- Blogging / Content Creation
- Presenting / Public Speaking
- Conversion Tracking
- LEAN Practices
- Video Editing

ACTIVITIES

SOCIAL MEDIA

Social Media Marketing Breakfast assistant organizer, including arranging speakers and presenters. This group aims to help small businesses or freelancers learn how to use social media and marketing tools to grow their business. I assist as a Facebook Page and Slack Channel admin.