

Ivory Willcox

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EDUCATION

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| Elon University -Elon, NC | Elon, NC |
| Bachelor of Science in Business Administration, Marketing | May 2023 |
| Study Abroad: “Business in the Pacific Rim”: Cambodia, Thailand, Myanmar, Hong Kong | Spring 2022 |
| Honors and Awards: Elon Engagement Scholarship | August 2022 |

MARKETING & INTERNSHIP EXPERIENCE

Digital Marketing, Elon, NC January 2022-Present

- Receive Google AdWords Certification, showing advanced understanding of AdWords and effective management of AdWords campaign
- Participate in Google Online Marketing Challenge, creating a practical and successful ad campaign using optimization techniques to meet objectives of a business

Marketing Intern, Rollins Hill Business Association, Boston, MA June 2022-August 2022

- Updated all social media accounts (Facebook, Twitter, Instagram, Pinterest)
- Created press releases and flyers for summer cultural events
- Maintained website, chestnuthillpa.com, with weekly business announcements and cultural calendar updates
- Produced promotional materials for new businesses in Rollins Hill, such as press releases for shopping, dining, and professional services
- Assisted Retail Recruiter in research for new business opportunities
- Attended sponsor and new business meetings with Executive Director and Retail Recruiter

Marketing Research, “Service Learning” January 2021-June 2021

- Conducted qualitative and quantitative research to aid in marketing efforts for community partner, The Positive Attitude Youth Center in Burlington, NC
- Citrix and Qualtrics proficient

Asset Management Intern, CFR Management LLC, New York, NY June 2020-January 2020

- Reported directly to Senior Managing Consultant
- Created client database and conducted prospect research for firm’s marketing initiatives
- Produced in-house client dossiers for client service team containing permitted investments, key personnel, assets under management, and portfolio strategies
- Utilized PowerPoint to create, amend, and manipulate marketing slides to boil complicated concepts into simple messages to grab both clients’ and prospects’ attentions
- Conducted independent online research to identify and highlight prospects’ key initiatives and trigger points that affect decision-making

Principles of Marketing January 2020-June 2021

- Participated in “Sponstour Music Experience”, a national collegiate marketing competition
- Promoted artists through Facebook, Twitter, Instagram, Youtube,.

SKILLS

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| • Microsoft Office: Word, Excel, PowerPoint, Access | • Citrix SAS |
| • Google Analytics | • Adobe Suite |
| • Search Engine Optimization (SEO) | • Social Media: Facebook, Twitter, Instagram, Pinterest |

CAMPUS INVOLVEMENT

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| Elon Women in Business | February 2022-Present |
| Alpha Kappa Psi – Business Honors Fraternity | September 2021-Present |
| Elon Phonathon | September 2019-Present |