

## ELISE TANENBAUM

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### EDUCATION

University of South Carolina Bachelor of Arts in Advertising, Concentration in Sports Media, Minor in Psychology, expected graduation May 2024  
The Creative Circus, Advertising & Photography, May 2022

### SKILLS

Excel, PowerPoint, Microsoft Word, Hootsuite, Photoshop, Lightroom, Meevo, Canva, Google Suite, Social Pilot.  
Certifications in; Graphic Design Foundations: Typography, Layout and Composition, and Photoshop 2022 Essential Training. The Trade Desk Academy Certified: Marketing Foundations. The Trade Desk Academy Certified: Data-Driven Planning.

### RELATED EXPERIENCE

Social Media Team • *Zeta Phi Eta Fraternity – Beta Mu Chapter* • November 2023 – Current

- Create cohesive social media posts for accounts spanning Instagram, TikTok, and LinkedIn
- Manage and create the fraternity's LinkedIn page, creating connections with students and other chapters
- Organize a schedule for posting content from chapters, internal events, and recruitment events

Social Media Manager • *Men's Lacrosse, University of South Carolina* • September 2023-Current

- Create and post unique content to be posted on TikTok and Instagram reels platforms
- Work closely with a team of other social media managers
- Work closely with a team of 50 players to highlight their strengths and personalities through social media
- Posting on time before, during, and after all events and games

Director of Health and Wellness; Diversity, Equity, and Inclusion Board • *Kappa Delta Sorority, Beta Zeta Chapter* • University of South Carolina • Fall 2022-Current

- Work under Vice President of Inclusion. Responsible for attending weekly meetings held by University of South Carolina to learn more and communicate it to the chapter
- Hold bi-monthly workshops to promote DEI efforts for the Beta Zeta chapter of Kappa Delta

Greek Life Campus Ambassador • *Geneva* • July-September 2023

- Promoted and represented this group communications app at USC
- Coordinated meetings and developed relationships with on-campus organizations
- Acted as a liaison between the Geneva team and clubs/Greek leaders at USC

Marketing Intern • *Acorn to Oak Marketing* • Loch Arbour, NJ • Summer, 2023

- Worked closely with the owner to develop social media strategy
- Designed, copywrote, and posted to social media daily
- Developed of press releases; distribution to Cision and Business Wire
- Participated in client calls and communications

**Social Media/Public Relations Intern • *Cahn Public Relations* • Summer, 2023**

- Supported PR campaigns with social media, copywriting
- Created social media templates and guidelines for posts
- Created communications kit to present to client
- Clients included Halifax at the W Hotel and other real estate clients

**Front Desk Staff • *Club Pilates, Westfield* • Summer, 2023**

- Made in person, email, and phone call membership sales daily to prospective clients
- Created a comfortable, safe space for clients to attend their workout classes
- Enforced our late and cancellation policies, as well as payment and etiquette

**Editorial Staff • *Blossom Magazine at University of South Carolina* • February - November 2023**

- Write articles for upcoming magazine publications
- Create posts for social media promoting upcoming magazine publications and recent photoshoots
- Meet and communicate with local businesses to create advertisements for their products in future magazine publications

**ACTIVITIES**

Member, Gamecocks for Positivity. Member, Psychology Club, Zeta Phi Eta Fraternity of the School of Journalism. Volunteer activities: HUSH No More Domestic Violence Awareness Walk, National Eating Disorder Awareness Walk, The Girl Scouts of Columbia, fundraising for Children's Trust and Prevent Child Abuse America.

**AWARDS AND ADDITIONAL INFO**

Marketing Award, presented by Donna Cathcart at Cranford High School, 2020

Presented creative campaign to Owen's Mixers as a sophomore in Journalism 317

Currently up for an ADDY award for print ads created in JOUR 517

Chosen to present advertising campaign and strategy presentation to Summer's Eve marketing staff from Journalism 517 project