

relevant work experience

Communication and Media Manager

Montana Tech *May 2018 - Present*

- Oversee communications and events that effectively describe and promote Montana Tech including all published undergraduate recruitment content (digital and print)
- Act as manager and lead user of internal CRM for marketing automation, list management, and segmentation
- Generate, edit, publish and program content that appeals to a wide variety of prospects
- Communicate and collaborate with stakeholders on and off campus

Web Content and Social Media Manager

Carroll College *November 2016 - May 2018*

- Collaborated with faculty and staff to create and maintain digital content for carroll.edu
- Provided best practices for SEO, social media, digital content and reporting
- Managed all social media content, strategy, engagement, and publishing
- Created effective paid social, paid search, and display campaigns for recruitment efforts by leveraging segmented audiences and rapid A/B tests

Digital Engagement Strategist

brightpeak financial (Thrivent Financial) *October 2015-November 2016*

- Wrote, built, and executed digital lifecycle engagement framework, based primarily on engaging and re-engaging followers via email, social media, and web experiences
- Implemented weekly newsletter that increased returning weekly site visitors by 30%

Membership and Development Specialist

International Wolf Center *March 2015-November 2015*

- Managed Raiser's Edge database system to ensure timely, accurate gift and donor data entry and overall data integrity of the database
- Collaborated with Development Director to design, write, and implement membership campaigns, donation appeals, and donor communications

Marketing Communications Specialist

VariQuest Visual Learning Tools (Varitronics, LLC) *July 2014-May 2015*

- Developed and drove digital marketing strategy to generate leads, increase customer engagement, and develop brand awareness of educational technology company
- Increased social media traffic by 50% by customizing posts for specific platforms and audiences

Front Desk and Student Staff Supervisor - Event and Conference Planning

Augsburg University *July 2014-May 2015*

- Supervised 13 students in day-to-day office functions including scheduling, administrative duties, and event planning and set up
- Coordinated participation records and ticket orders for 800+ students for May and June commencement ceremonies
- Collaborated with on-campus stakeholders to plan and execute events ranging from small meetings to large-scale fundraising events and conferences

education and certifications

MARGO ENSZ

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Master of Science: Technical Communication
Montana Technological University
Est. Completion December 2020

Bachelor of Arts: English, Business Administration
Augsburg University
2013, Summa Cum Laude

Digital Media and Marketing Certificate
Duke University
2018

Inbound Marketing Certification
2011-2019

Pragmatic Marketing Certification
2015-2016