

TANNER GERACE

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DOB: 1/21/1995

EDUCATION:

York College of Pennsylvania Class of 2020

Bachelor of Science: Business Management **Minor:** Marketing **Concentration:** Creativity & The Arts

WORK EXPERIENCE:

- ❖ Freelance Digital Marketing & Design:..... MAY 2020 – PRESENT
- ❖ Lacrosse Coach: *Youth thru High School Level*.....JULY 2013 - PRESENT
- ❖ Vans: *Floor Supervisor*.....JUNE 2019 - AUG. 2019
- ❖ Kids First Daycare: *Teachers Assistant*.....MAY 2016 - AUG. 2018

RELATED TECHNICAL EXPERIENCE:

- ❖ Adobe Creative Cloud: *Lightroom, Photoshop, Premiere Pro, Illustrator.*
- ❖ Apple Production Apps: *Final Cut Pro, iMovie, Logic Pro X, Garage Band.*
- ❖ Canva Visual Suite: *creating social media & email marketing graphics*
- ❖ Search Engine Optimization Tools: *Meta Business Promotion, Email Marketing, Google (Business Profile Management, Analytics & Insights, Search Console, Keyword Planner, Trend Analysis).*
- ❖ Website Design: *Wix, Shopify, Weebly.*
- ❖ Photography & Photo Editing: *Live Action Events, Product Promotion, Portraits, Landscape Scenes.*
- ❖ Email & Text Marketing Campaigns: *developed campaigns centered around specific goals of a designated business*

RELATED PERSONAL EXPERIENCE:

- ❖ Social Media Management.....JUNE 2019 – PRESENT
- ❖ Graphic Design.....JUNE 2017 - PRESENT
- ❖ Website Development.....JAN. 2016 - PRESENT
- ❖ E-Commerce Website Management.....JAN. 2016 - PRESENT
- ❖ Organize Charity Donation Clothing Drives.....JAN. 2019

HARD SKILLS:

- ❖ **Operations & Systems Development/Management:** *Developed user-friendly backend system infrastructure for businesses to follow proper standard operating procedures.*
- ❖ **Computer Software Knowledge:** *Adobe Suite, Microsoft Office Suite, Apple Creative Apps*
- ❖ **Social Media Management:** *Facebook, Instagram, Twitter, TikTok, LinkedIn, YouTube*
- ❖ **Digital Marketing & Market Analysis:** *Personal E-Commerce Business & Work Experience.*
- ❖ **Sales:** *Worked as sales associate & supervisor for retail businesses.*

SOFT SKILLS:

- ❖ **Forecasting:** *Competent in distinguishing past, present & emerging trends through years of retail experience and personal businesses.*
- ❖ **Interpersonal Communication:** *Comfortable exchanging information & feelings through verbal or non-verbal messages in various social settings from experience in diverse industries and communities.*
- ❖ **Creativity & Design:** *Ability to bring unique, imaginative ideas to reality.*
- ❖ **Storytelling:** *Knack for creating & telling enticing stories that capture the attention of others.*
- ❖ **Critical Thinking & Decision Making:** *intellectually disciplined in the process of actively and skillfully conceptualizing, applying, analyzing, synthesizing, and/or evaluating information gathered from observation, experience, reflection, reasoning, or communication as a guide to consistently make the best decisions I see fit.*
- ❖ **Research:** *Ability to research & analyze information to find reliable sources on a given subject.*