

Tomer Borik

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SKILLS AND QUALIFICATIONS

- Experience coordinating and designing marketing campaigns
- Large-scale event coordination
- Advanced knowledge in video production
- Hootsuite Social Media Marketing Certification
- Proficient in Google Analytics, Microsoft Office Suite, Adobe Suite - Photoshop, Premiere Pro, Illustrator, Lightroom, InDesign, Final Cut Pro

EDUCATION

B.A. Journalism & Media Communication | Concentration: Advertising | Minor: Business

Colorado State University (CSU) | Fort Collins, CO

EXPECTED MAY 2024

- Relevant Coursework: Advertising, Public Relations, Crisis Communication, Management, Media Ethics and Issues, Social Media Management, Fundamentals of Marketing
- Extracurriculars: Public Relations Student Society of America, Sigma Pi, Joint Judicial Board member for CSU Fraternity and Sorority Life

ADVERTISING EXPERIENCE

Marketing Intern | GH Phipps Construction | Greenwood Village, CO MAY 2023 – PRESENT

- Created and managed social media content across all platforms, including Facebook, Instagram, Twitter, and LinkedIn
- Assisted in the development and execution of marketing campaigns across various channels, including digital, print, and social media
- Monitored and reported on social media performance using analytics tools
- Designed paid print advertisements for various Colorado magazines
- Prepared proposals for Marketing Excellence Awards
- Utilized creative writing skills to assist in state board nomination application, leading to successful member acceptance.

Recruitment Chair | Sigma Pi | CSU

APRIL 2022 – JANUARY 2024

- Produced various advertisement videos and print for recruitment campaigns
- Organized and run 6-7 rush events over two-week period
- Recruited largest pledge class in chapter history

COMMUNITY ENGAGEMENT

Board Member | Joint Judicial Board | CSU Fraternity & Sorority Life

SEPT 2022 – JAN 2024

- Coordinated with different Greek life members to uphold CSU Greek life standards.
- Worked to provide fair and effective consequences to improve Greek community.