

# A. C. FINNEGAN

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## PROFILE

College senior and communication professional with experience developing a successful entrepreneurial e-commerce venture. Expertise in social media marketing. Demonstrated ability to create effective on-line content and promotions to increase followers, customer engagement, and sales.

## EDUCATION

**University of Vermont**, Burlington, VT (Degree Expected, May 2017)

*B.S. in Public Communication*

## SOCIAL MEDIA MARKETING EXPERIENCE

**Mrs. Green's Natural Market**, Irvington, NY (Summer 2016)

*Social Media Manager* ([www.mrsgreens.com](http://www.mrsgreens.com))

A chain of 14 stores offering natural and organic foods and supplements located primarily in the NY tri-state area

- Developed innovative content for Facebook, Twitter, Instagram, and Pinterest; presented weekly analysis reports to management; increased followers on Facebook by more than 12% in five months
- Posted promotional materials from organic suppliers to enhance the market's brand image
- Photographed in-store joint promotions with healthcare professionals for use on social media
- Developed an editorial calendar to coordinate efficiently social media posts with promotions

**General Knot & Co.**, Bedford, NY (Summer 2015)

*Social Media Analyst* ([www.generalknot.com](http://www.generalknot.com))

A U.S. manufacturer of premium limited edition neckwear and accessories featuring rare and vintage fabrics

- Developed and managed social media content on Facebook, Twitter, Instagram, and Pinterest
- Created special online promotions including the "Pink Tie" to support Breast Cancer Awareness Month
- Designed a sweepstakes to liquidate seasonal inventory and increase nonseasonal merchandise sales
- Performed customer research and established a blog to help strengthen brand recognition

## ENTREPRENEURIAL AND BUSINESS DEVELOPMENT EXPERIENCE

**Picture It Personal**, Mahopac, NY (2012-2014)

*Founder and Co-Owner* ([pictureitpersonal.com](http://pictureitpersonal.com))

A photo art business that uses digital monogramming to commemorate weddings and other meaningful moments

- Created a business plan and built an entrepreneurial venture; achieved sales of 3,500+ prints in Year 3
- Developed and implemented sales strategies using both wedding-related and top popular websites including Amazon.com, Walmart.com, Personalcreations.com, and Etsy.com
- Established additional marketing channels by selling directly to customers at trade shows and craft fairs
- Designed ads and promotions for e-commerce sites; developed email campaigns; wrote blog posts
- Created an "Art with Heart" promotion to raise funds for the "Community Cares" charity
- Pitched an investment opportunity on ABC/CNBC's "Shark Tank"; gained recognition using public relations

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Proficient in Microsoft Office (Word, PowerPoint, Excel), iWork (Pages, Keynote, Numbers), Adobe Illustrator, Twitter, Facebook, Instagram, Blogging, and Web Design.

Date: January 2017