



CELESTE BEGANDY

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celestebegandy.me

RELEVANT SKILLS

- Leadership experience with project and task management
- Experience with procuring and managing advertisement placements, and negotiating media relations
- Practiced in writing, editing, and pitching press releases and managing public relations
- Skilled with posting and creating content, and managing social media sites including Facebook, Twitter, Instagram, and LinkedIn
- Experience creating and managing pay-per-click Google Adwords campaigns, lead generation, and paid social media campaigns
- Daily user of various programs such as Basecamp, MailChimp, and Hootsuite; Hootsuite University certified
- Assisting with the management of event coordination, staffing, promotion and implementation
- Adept in copy writing and editing with a consistent tone and style
- Knowledgeable in writing journalistic news, feature, and opinion articles in AP Style
- Adept in using Microsoft programs including Outlook, Word, Excel, PowerPoint, and Publisher
- User of Google services including Mail, Drive, YouTube; beginning Analytics and Adwords certifications
- Proficient in using Adobe Creative Suite including Photoshop, Illustrator, and InDesign
- Amateur digital photography, videography, graphic design, and website (HTML, CSS) production skills
- Knowledgeable with creating and managing WordPress websites, and maintaining a blog
- Experience compiling and sending digital newsletters, advertisements, and direct mail campaigns
- Familiar with print production processes and working directly with printers
- Excellent organization, labeling and research skills
- Effectively, clearly, and punctually communicates with external and internal parties

EDUCATION

- Bachelor of Arts, Multimedia, May 2014
Point Park University, Pittsburgh PA
3.9 GPA, *summa cum laude*, Alpha Chi national honor society

EMPLOYMENT EXPERIENCE

- Marketing Specialist, May 2015-current
Millcraft Investments, Pittsburgh PA
Tasked with implementation and management of branding, social media, websites, advertising, promotions, internal communications, and events for a Western Pennsylvania real estate developer and its several subsidiaries including hospitality, restaurants, and property management.
- Digital Marketing Manager, January 2016-current
Piatt Sotheby's International Realty, Pittsburgh PA
Assisted with the real estate division's launch with Sotheby's International Realty® in January 2017, and learned franchise marketing requirements and guidelines. Primary duties include implementing and monitoring digital marketing, social media, search engine optimization, pay-per-click campaigns, websites, agent marketing and education, graphic design, and brand quality control.
- Client and Media Specialist, July 2014–May 2015
SavvyREAgent, Pittsburgh PA
Assisted premier real estate agent and brokerage with duties including website, social media, brand management, client relations, customer service, event planning, online profiles and accounts, and administrative tasks.

OTHER EXPERIENCE

- Volunteer Website Designer, October 2016
SOS Animal Rescue, Jeannette PA
Volunteered to set up, design, and create a WordPress website for a local animal rescue organization.
- Opinions Editor, Fall 2012
The Globe student newspaper, Point Park University
Attended weekly meetings to originate story ideas and content, assigned and edited articles, collaborated with writers, constructed page using InDesign, adhered to a weekly deadline — awarded Silver Pen award for willingness to help others. and shared a Society of Professional Journalist award with the staff for best non-daily newspaper.