



CELESTE BEGANDY

724.953.7453 | celestebegandy@gmail.com
celestebegandy.me

SKILLS & PLATFORMS

Social Media

- Managing organic content for social media platforms including Facebook, Twitter, Instagram, and LinkedIn
- Creating ongoing paid campaigns for lead generation, brand awareness, retargeting, and website traffic
- Placing, creating, and troubleshooting pixels and conversion events

Google Ads & Analytics

- Researching, creating, and managing pay-per-click campaigns
- Google Search & Display certifications via Google Skillshare
- Implementing, analyzing, and reporting in Analytics and Data Studio

Visual Design

- Proficient in Adobe Creative Suite (Photoshop, Illustrator, InDesign) and Canva
- Designing digital graphics such as Instagram stories, Facebook Instant Experiences, GIFs, and videos
- Creating print media including brochures, booklets, flyers, and postcards
- Familiar with print production and working directly with print vendors

Writing

- Copy writing and editing with a consistent tone and style for a variety of platforms
- Interviewing and writing for journalistic news, feature, and opinion articles in AP Style
- Writing and pitching press releases

Miscellaneous Skills

- Procuring, negotiating, and managing advertisement placements
- Composing and sending digital newsletters and direct print mail campaigns
- Amateur digital photography, videography, and website (HTML, CSS, WordPress) skills
- Productivity and marketing software such as Asana, Basecamp, MailChimp, and Hootsuite
- Account management and client communication
- Excellent organization, labeling and research skills

EDUCATION

Bachelor of Arts, Multimedia | May 2014 | Point Park University, Pittsburgh
3.9 GPA | graduated *summa cum laude* | Alpha Chi national honor society | *The Globe* student newspaper

WORK EXPERIENCE

Digital Marketing Specialist | Jan. 2019-Present | BarkleyREI, Pittsburgh

Responsible for management of paid digital advertising campaigns on Facebook, Instagram, LinkedIn, Google Ads, and Snapchat for national clients including universities and nonprofits. Duties include ad implementation, campaign optimizations, strategic guidance, creative copywriting, budgeting, and reporting using Google Analytics and Google Data Studio.

Digital Marketing Manager | Jan. 2016-Jan. 2019 | Piatt Sotheby's International Realty, Pittsburgh

Assisted with the real estate division's launch in January 2017, and learned franchise marketing requirements and guidelines. Primary duties include implementing and managing digital marketing, social media, pay-per-click campaigns, websites, agent marketing and education, graphic design, and brand quality control.

Marketing Specialist | May 2015-Jan. 2019 | Millcraft Investments, Pittsburgh

Tasked with a wide range of marketing tasks and management of branding, social media, websites, advertising, promotions, internal communications, proposals, and events for a Western Pennsylvania real estate developer and its several subsidiaries and assets including hotels, restaurants, and apartment buildings.