

Benjamin Schor

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MARKETING INTERN

Creative and collaborative marketing student who brings strength in communicating and engaging with customers through digital channels, seeking social media internship opportunities to further develop passion for growing brands, their products/services and top and bottom line.

EDUCATION

Florida State University, Tallahassee, FL
Candidate for Bachelor of Science in Marketing, Dec 2023
Recipient of Florida's Bright Future Scholarship

RELEVANT COURSEWORK

Basic Marketing Concepts	Consumer Behavior	Multinational Business Operations	Business communication
Professional Selling	Financial Management	Marketing Strategy	Marketing Research
Managing Service Organizations	Retail Management	Intro to Hospitality and Tourism	Sports Marketing

RELEVANT EXPERIENCE

Director of Marketing

Aug. 2021 - Current

FSU Jewish Student Union, Tallahassee, FL

- Work collaboratively with the team to plan, develop, and implement a social media strategy and content calendar across Instagram, TikTok, Facebook and GroupMe.
- Develop creative and engaging informative and educational social media content, graphics and videos using Canva to further brand awareness, generate traffic, and community engagement.
- Oversee and delegate marketing tasks to a team of 3 marketing students.
- Leverage Meta Business Suite analytics to determine campaign effectiveness including traffic, clicks, and likes.
- Grew social media following and traffic by 60%.

Financial Intern

May 2021 – Aug. 2021

H&H Purchasing Company, Wellington, FL

- Assisted Accounts Payable and Accounts Receivable teams by reviewing high volume invoices for accuracy.
- Processed invoices electronically in Magento, the company's ERP system.
- Provided clerical and administrative support to the Accounting and Finance teams.

Business Manager, Member and Social Media Coordinator

Sept. 2019 - Present

Northy Rock Band

- Created the band's social media platforms from the ground up and deliver marketing campaigns on Instagram, Facebook, TikTok, and YouTube. Attracted a following of 1500+ fans.
- Developed the content calendar and craft all content for social media sites including videos, contests, and giveaways to advance community engagement.
- Full accountability for merchandise sales including vendor evaluation, price negotiation, contract review, inventory storage, and in-person and online sales.
- Managed all bookings and promotions of the band.
- Drum, guitar, and bass player; singer.

SKILLS

Microsoft Excel, Word and PowerPoint • Google Suite • Canva • Social Media including Facebook, Instagram, Snapchat, TikTok, LinkedIn and Twitter