

Pamela Mandala

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Certified in Google Analytics and Google Ads Search

Proficient in Social Media, Content Marketing, Product Marketing, PR, Email Marketing, SEO, ASO, Salesforce, Adobe Creative Cloud, Figma, Canva, MS Office, G-Suite, SwiftUI, HTML, CSS, WordPress, JavaScript

<https://pamelamandala.com/portfolio/>

EDUCATION

University of Georgia

BBA in Marketing - Emphasis in Digital Marketing, Emerging Media Program

Masters in Emerging Media

Certificate in Entrepreneurship

Arch Ready Certificate of Professionalism

Athens, GA

Graduation May 2023

Graduation May 2024

RELEVANT COURSEWORK

Digital Marketing Analytics, Social Media Market Strategy, Integrated Market Brand Communications, Market Research Business Decisions, Consumer Buyer Behavior, Market Strategy and Decision Making, Artificial Intelligence in Marketing, Funding the Entrepreneurial Venture, Managing the Entrepreneurial Venture, Project Management and Innovation, New Media Design, Digital Customer Experience Design, Emerging Media Strategy, Native App Development, Web Development, Principles of Marketing

WORK EXPERIENCE

- Tripple (Digital Legacy App Startup) - Marketing Manager** 2023-Present
Created and managed social media campaigns and promotions across all platforms, content marketing, product marketing, email campaigns, search engine optimization, app store optimization, public relations, and fundraising efforts with venture capital firms.
- Flare (Social Networking App) - Digital Marketing Specialist** 2022
Increased monthly active users from 30k to 100k in 12 months, raised \$1M from investors, created and ran social media campaigns and promotions, worked revisions with the lead designer, and assisted with creation and management of social media accounts and tutorial videos.
- Squaddie (Golf Scheduling App Startup) - Digital Marketing Intern** 2023
Developed digital marketing plan and social media strategy, created and managed social media campaigns, measured KPIs, and prepared the app for product launch.
- Seamless Air Alliance (Telecommunications) - Marketing Intern** 2019-2021
Assisted with trade show and marketing activities, collateral development, logistics, scheduling of events, and communications.
- Athens-Clarke County Fire Department - Social Media Strategist** 2022
Researched insights and analytics to determine best ways to improve reach.
Created posting schedule and presented a digital strategy plan.

ACADEMIC PROJECTS

- L'Oreal Social Media Marketing Strategy** 2023
Prepared detailed social media marketing strategy and campaign for L'Oreal. Comprehensive project included different social media platforms, paid and organic content plans, a monetization and optimization strategy, analysis of KPIs, and analysis of ROAS.
- Godiva Digital Marketing Measurement Strategy** 2022
Prepared detailed digital marketing measurement strategy and campaign for Godiva Chocolatier. Comprehensive project included Google Analytics, Google Search Ads, Meta marketing (Facebook and Instagram marketing), Salesforce email planning, as well as a measurement investment strategy for each.
- Keurig Dr Pepper Inc Market Research** 2022
Proposed new product for the existing market. Specified market research problems and objectives, gathered qualitative data, and prepared a final report with data analysis and recommendations.
- 'The Greatest Hits' Company Proposal and Brand Development** 2023
Created logo, style guide, mock ups, website design, and app wireframes for proposed company.
- 'Frequency' Business and Platform Development** 2023
Built a platform for preserving business relationships through more efficient communication and collaboration.
- Music/Concert App Development** 2023
Developed an all-encompassing music app with SwiftUI. Streamlined concert venues, upcoming concerts, concert tickets, and the user's music library into one app, allowing users to easily browse concert options for artists they listen to.
- Ticketmaster Redesign** 2023
Redesigned ticket purchasing process for Ticketmaster's mobile app.
- 'Student Serve' App Design** 2023
Designed an app that allows students to connect and volunteer with student organizations at their school.
- Snacks by the Season Website Development** 2023
Developed a website for the cooking community to browse recipes, communicate findings, and stay up to date on cooking trends.

CAMPUS INVOLVEMENT

American Marketing Association, Society of Entrepreneurs, Management Society - Member
Gamma Phi Beta Sorority - New Member Educator (2020-2022)

2020-Present

2020-Present