

MARGO ROESER

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SUMMARY

Highly motivated and bilingual entry-level professional with hands-on experience in digital marketing, social media management, and content creation. Successfully managed campaigns, analyzed performance data, and worked closely with clients to meet business goals.

Collaborative and eager to thrive in a team-oriented environment, developing innovative strategies that drive growth, enhance brand loyalty, and elevate client satisfaction.

EDUCATION

University of Colorado, Boulder

Expected Graduation: May, 2025

- College of Media, Communication and Information
- Major: Strategic Communications in Advertising / Minor: Business
- Award Winning Advertising Campaign (Senior Year Advertising Challenge)
- Dean's List

PROFESSIONAL EXPERIENCE

Marketing Intern & Licensed Broker, Christie's International Real Estate, Chicago (2023 - Present)

- Managed and optimized digital marketing campaigns across social media platforms resulting in 15% increase in followers
- Analyzed campaign performance data and provided recommendations for improved targeting and engagement resulting in 200% increase in views
- Collaborated with cross-functional teams to design, organize, and host client events yielding increased brand visibility and client engagement

The Sink, Creative Strategist, Boulder (2024)

- Performed market research and audience analysis, crafting a data-driven campaign strategy
- Designed a social media campaign proposal that emphasized user engagement, customer loyalty, and creative storytelling
- Provided strategic insights for digital content, influencing the brand's marketing direction

Margo Penn Film, Video Editor, Chicago (2018 - Present)

- Produced and edited marketing videos for a variety of industries, driving an average 150% increase in views and improving audience retention
- Created compelling visual narratives aligned with brand messaging and marketing objectives

DR Design, Virtual Design Developer, Winnetka, Illinois (2018 - Present)

- Developed unique digital design assets; floor plans, 3D renderings, logos for residential design
- Optimized brand visuals, contributing to an increase in website and social media traffic

SKILLS & INTEREST

- Creative strategy, brand storytelling, digital and social media marketing, campaign analytics, SEO
- Adobe Creative Cloud, Canva, Google Workspace, Microsoft Office, AI tools, Google Analytics
- Real estate, interior design, architecture, photography, social media, cooking, and travel
- Bilingual (Spanish)