



MARY ANTAR

CONTACT

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EDUCATION

B.A. PSYCHOLOGY
ENGLISH AND STUDIO ART MINORS
BELOIT COLLEGE, BELOIT WI.
2013-2017

ADVERTISING AND BRANDING,
STUDY ABROAD
CHESTER UNIVERSITY, CHESTER UK
FALL 2015

SKILLS

ADOBE SUITE 

CREATIVE BRANDING 

STRATEGIC BRANDING 

WEB DESIGN 

MICROSOFT OFFICE 

VIDEOGRAPHY 

PHOTOGRAPHY 

MAILCHIMP 

QUICKBOOKS 

COMMUNICATION 

CONFLICT MANAGEMENT 

EXPERIENCE

ASSISTANT MANAGER

EVE'S HALLMARK, MAY 2017 - JANUARY 2018

- Prepared store for new line of credit by bringing the backlog of daily sales reports, invoices, records, vendor lists, and payments up to date
- Designed and executed seasonal floor plans and window displays, enhancing product visibility and increasing non-card sales
- Managed custom card and invitation orders by constructing and enhancing each client's preferred message, tone, and verbiage

FREELANCE COPYWRITER

SMYTH GREY ADVERTISING, SEPT. 26 - JAN. 2017

- Worked with creative director and clients to create effective tag lines and slogans across multiple platforms
- Created cohesive brand narratives and increased online presence through writing and editing client blogs for improved SEO

MARKETING INTERN

VISIT BELOIT, OCT. 2016 - DEC. 2016

- Revitalized Visit Beloit website, through a user friendly interface, relevant resources, and greater overall aesthetic unity
- Implemented social media campaigns, compiled engagement trend spreadsheets, and increased Facebook and Instagram following by targeting younger audiences
- Developed emails, press releases, copy advertising events, and photo coverage of events

VIDEOGRAPHER

BELOIT COLLEGE MARKETING, SEPT. 2014 - MAY 2017

- Devised and realized campaigns from conception to completion through various media, collaborating with the creative team and admissions staff to create a cohesive Beloit College narrative targeting prospective students, current students, and alumni
- Edited Beloit College website, filmed live-streams, managed social media, and designed personalized videos for prospective students
- Originated fresh ideas and unique solutions at every stage of various campaigns, from choosing target demographic, to choosing the ideal platform(s), to creating content