

HUNTER N. STROMQUIST

Hunter.stromquist@yahoo.com (815) 222-6410

EDUCATION

Illinois State University Normal, IL
Bachelor of Science Degree May 2019
Mass Media: Management, Promotions, & Sales
Exercise Science Minor
GPA: 3.4/4.0

EXPERIENCE

Storm Consulting Group, LLC Frankfort, IL
Marketing & Social Media Coordinator Oct. 2020-Present

- Manage Instagram, LinkedIn, and Facebook business pages to create brand awareness, promote organic growth, and maintain consistency in content
- Build WordPress website and manage all backend and front-end processes
- Create content across email campaigns, blog posts, and web copy

The Electric Hawk Sept. 2018-Present
Director and Content Creator

- Create and edit articles using best SEO practices and solidify larger following
- Manage Twitter, Facebook, Instagram, Spotify, and Soundcloud to create brand awareness and maintain consistency in content
- Maintain a relationship with industry professionals and creators to curate content with the purpose of promoting live events, driving ticket sales and creating publicity for internal and external artists

BFAAds, LLC. Beloit, WI
Content Specialist/Writer Sept. 2019- Jan. 2020

- Write and copyedit approximately 5 news articles per day to drive traffic
- Maintain an average open rate above 15% and a click-through rate above 3.5%
- Create daily email marketing utilizing data from A/B testing with the purpose of increasing clickrate
- Keep educated on best SEO practices and ensure the website is up to industry standard with the purpose of increasing SERP website ranking among competition

Target Corporation Normal, IL
Front End Manager/Guest Service Assistant May 2012- May 2019

- Ensure company standards by ensuring all training is complete
- Ideate and execute new ideas and company policies for efficacy
- Oversee and train new team members and provide proper feedback for professional growth

Summer Camp Music Festival
Marketing Intern March 2019-June 2019

- Upkeep artist information for application and website roster
- Collect information and evaluate how to best promote artists and drive ticket sales
- Create and manage social media content on Twitter, Instagram, Snapchat, and Facebook

COMPUTER SKILLS

Knowledgeable in Keynote, Adobe Photoshop, Illustrator, HootSuite, and MailChimp