

Adam Olweean

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Work Experience	<u>Aerotek (Contracted to Ford Credit)</u> <i>Digital Marketing Analyst:</i> Assisted in streamlining the Account Manger website for Ford Credit. Studied consumer perceptions of the old account manager site to identify areas of improvement. Validated additions to the site by ensuring they meet all required criteria. Enhanced the classic account manager design for mobile devices.	Dearborn, MI October 2018-Present
Certifications	<i>IAB Digital Marketing and Media Foundations:</i> Certification received for digital advertising knowledge with capabilities in digital ad operations, digital marketing, media planning, and data analytics	July 2018
	<i>Stukent Mimic Pro:</i> Managed an online ad campaign simulation of \$5,000 to earn the highest profit using Keyword Research, Data Analysis, Writing Ads, and Basic on-site Search Engine Optimization.	February 2018
	<i>Stukent Mimic Social:</i> Managed the social media advertising budget of \$5,000 a week to increase Brand Awareness, Engagement, and Sales for a lifestyle brand that sells bags online and in-store.	February 2018
Education	University of Michigan-Dearborn Bachelor of Business Administration Graduation: April 2018, GPA: 3.3 Major: Digital Marketing	
Leadership Positions	<u>American Marketing Association</u> <i>Vice President of Competitions:</i> Oversaw the development of a new strategy for eBay and Mary Kay to position them as an appealing brand for Millennials. Built a marketing plan by identifying their issues to change perceptions of the brand. Designed a new strategy that incorporated Millennial shopping preferences.	Fall 2015-Winter 2018
	<u>Formula SAE Electric</u> <i>PR/ Social Media Manager:</i> Redesigned, optimized and maintained the team's website to show case the car, current sponsors, and team leads. Generated a 25% growth in social media followers on Facebook, Twitter, and Instagram. Cultivated a 15% increase in daily traffic to the team's website. Updated recruitment strategies that increased dedicated member enrollment by 20%	Fall 2013- Fall 2017
	<u>Student Activities Board</u> <i>Marketing Committee Chair:</i> Developed a campaign to increase student involvement that grew active membership by 30% Restructured their event marketing strategy to increase attendance by 15% .	Fall 2013-Spring 2015
Related Experience	<u>Crain's Communications</u> <i>Plastics News Digital Marketing Intern:</i> Enhanced the user experience on industry conference websites leading up to the event. Reinvigorated the strategy being used by the brand's social media accounts. Established corporate guidelines to interact with followers on social media.	Detroit, MI February 2017-May 2017
Awards	<i>American Marketing Association Member of the Year:</i> Elected by organization members as the member who "Had the most outstanding performance and lasting contribution to the organization".	April 2016