

ELISE TANENBAUM

CREATIVE ACCOUNT / BRAND MANAGER

CONTACT

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- [LinkedIn](#)

EDUCATION

2024-2026

BRANDCENTER AT VCU

- Master of Science Business/Branding
- Concentration: Creative Brand Management
- GPA: 3.8 / 4.0

2020-2024

UNIVERSITY OF SOUTH CAROLINA

- B.A., Advertising (Concentration: Sports Media; Minor: Psychology) May 2024

SKILLS

- Brand Strategy and Positioning
- Creative Briefs
- Leading collaborative teams
- Designing / Presenting Client Pitches
- Qualitative Research: Focus Group Facilitation, Discussion Guide, and Survey Writing
- Quantitative Research: Segmentation and Simmons
- Social Media Management
- Client / Media Relationships

THINGS I COULD WRITE 10,000 WORDS ABOUT

- Season 8 of How I Met Your Mother
- The scene in The Great Gatsby where Young and Beautiful is playing
- The processed vs. non processed foods debate
- How to cure a hangover

WORK EXPERIENCE

CONTEMPORARY DERMATOLOGY

JUNE 2024 - PRESENT

Marketing Staff

- Facilitating a 21% increase in social media following of small dermatology practice using branded content, giveaways, and promotions
- Helping to draw in a new audience using outdoor advertising and local partnerships
- Collaborating with medical director start CADDIE to help underserved communities gain access to life saving dermatology services

EM NAILS AND SPA

MARCH 2024 - MAY 2024

Marketing Specialist

- Drove 500+ new customers to nail salon by using communication skills and guerrilla marketing: Designed and distributed flyers for promotional events and running full awareness campaign
- Helped almost triple company revenue with guerrilla marketing campaign

MEN'S GAMECOCKS LACROSSE

SEPTEMBER 2023-2024

Social Media Manager

- Helped promote USC's club lacrosse program of 50+ players: Highlighted their strengths and personalities via social media
- Created and posted captivating content on TT and IG: Collaborated with 12-member media team
- Kept fans informed about game times and scores: Posted before, during, and after all events and games
- Rebuilt IG account to almost 2K followers after Meta guidelines updated and deleted original account

GENEVA

JULY 2023 - SEPTEMBER

Greek Life Campus Ambassador

2023

- Drove 1K+ new users to group communications app by promoting it and influencing multiple Greek organizations to join app:
- Coordinated meetings and developed relationships with on-campus organizations
- Acted as liaison between Geneva team and USC clubs and Greek leaders

CAHN PUBLIC RELATIONS

MAY 2023 - AUGUST 2023

Marketing Intern

- Supported PR campaigns by writing social media copy and creating social media templates
- Wrote and published 4 articles in New York Real Estate Journal about site groundbreaking and updates
- Assisted CEO in preparing for client presentations by creating communications kits