

JOSEPHINE WITASCHEK

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200 E 72nd St New York, NY 10021

EDUCATION

Baruch College

Bachelor of Science in Marketing GPA: 3.41

New York, NY

Expected May 2020

EXPERIENCE

Josie Corinne

Instagram Blog

New York, NY

January 2019 - Present

- Conducts analysis on blog's effectiveness using Google Analytics tool
- Launched lifestyle blog [Josie Corinne] and grew online traffic to 30,000 monthly impressions through social media and SEO
- Evaluates website metrics to make content decisions
- Maintains effective working relationships with networks and affiliates using strong communication skills
- Ensures content is optimized for search engines and social media sharing
- Daily management and execution of all social media content

The Writing Room

Assistant Manager

New York, NY

January 2017-Present

- Utilizes Excel to record credit card and cash tips, using formulas to distribute tips to 40 employees effectively
- Support CEO by using Excel to generate weekly reports, containing 50 invoices from wine and food vendors
- Reconcile cash sales from servers and bartenders, and record daily sales, revenues and compliments, to centralize financials
- Executes an efficient time to close the kitchen without affecting profits, by consulting with wait staff and executive chef

Starbucks Corporation

Barista

New York, NY

June 2014 - January 2017

- Trained newly hired staff by teaching customer service values for brand continuity
- Improved customer relationships by identifying key indicators to improve revenue

VOLUNTEER EXPERIENCE

Friendship Circle

Volunteer

New York, NY

February - May 2018

- Volunteered to work with special needs kids weekly
- Helped kids complete activities and interact with one another while developing relationships with them

SKILLS / INTERESTS

- **Computer Skills:** Microsoft Office(Advanced)
- **Video Editing Skills:** YouTube, iMovie
- **Photography Skills:** Adobe Lightroom, Adobe Photoshop
- **Social Media Skills:** Facebook Ads, Google Analytics, Canva, Instagram Promotions
- **Interests:** Snowboarding, fashion, beauty and traveling

References available upon request