

MAGGIE PATTERSON

STRIVING TO AMPLIFY VOICES AND SHARE DIVERSE HUMAN STORIES.

CONTACT



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CAPABILITIES

Understanding of

Java Python C++

Familiarity with

Wordpress	HTML
Google Systems	Microsoft Systems
Hootsuite	MuckRack
Sprout Social	Sitecore

Expertise in

Facebook	Instagram
Canva	Twitter (X)
LinkedIn	Google Systems

SKILLS

Research	Written Communication
Attention to Detail	Digital Marketing
Planning/Scheduling	

EDUCATION

Drexel University

expected June 2024

Major in Communications - Journalism

Minor in Psychology

Certificate in Writing & Publishing

CERTIFICATIONS

Social Media Marketing Certification
(Hootsuite)

WORK EXPERIENCE

PR and Marketing Intern

The Harbinger Group, Philadelphia PA

2024-Present

- Monitored industry keywords for various clients using Sprout Social
- Numerous research tasks, like finding statistics/information on events
- Updated CoverageBook with contributed content and earned media
- Wrote copy for blog posts, as well as corresponding social copy
- Scheduled social media posts using HubSpot and Sprout Social
- Monitored and logged community engagement on LinkedIn for client pages as well as The Harbinger Group's official pages

Communications Administrative Assistant

Drexel University Libraries, Philadelphia PA

2022-2023

- Worked full-time as part of Co-Op program for six months
- Aided in planning and managing events, tasks including the marketing, setup of technology on the event site and acquiring food for guests
- Produced weekly content for @DrexelLibraries across social media
- Created internal and external newsletters with various focuses, including Library services, events, and employee news
- Assisted the Communications Coordinator with administrative tasks such as answering phones, directing messages, and assisting library users

Barista

Boba King, Philadelphia PA

2021-2023

- Worked 15-25 hours/week
- Responsible for customer service including knowledge of 35+ menu items and possible customizations
- Maintained a clean area/food preparation space
- Assisted owners in training of new employees upon hire

Hostess

Ranalli's Lincoln Park, Chicago IL

2018-2021

- Worked 10-20 hours/week
- Managed 70+ tables at a time for popular Chicago restaurant with a seasonal outdoor patio
- Managed the to-go counter by taking incoming calls and inputting orders into the system
- Organized pickup of orders from outside parties (Doordash, UberEats, etc)
- Built relationships with "regular" customers