

BRIDGET NELSON

San Diego, CA | (630) 442-8060 | bridgetnelson@sandiego.edu | www.linkedin.com/in/bridget-p-nelson/

EDUCATION

University of San Diego (USD) - Knauss School of Business, San Diego, CA

Bachelor of Business Administration in Marketing and Finance, GPA: 4.00

Expected May 2025

- Academic Achievement award (2022 - 2024), Alcalá Scholarship, Beta Gamma Sigma

MARKETING EXPERIENCE

Paid Social Intern, Power Digital Marketing, Remote, San Diego, CA

Sep. 2024 - Present

- Assist in managing and optimizing paid social media campaigns across Meta, Pinterest, and TikTok, helping drive conversions and increase brand awareness for multiple fashion clients
- Analyze performance metrics and KPIs to inform weekly adjustments, improving targeting, ad creative, and overall campaign efficiency based on data-driven insights

Chapter President, American Marketing Association USD Chapter, San Diego, CA

May 2024 - Present

- Lead a team of executive board members in planning and executing events resulting in increased student engagement and 28% initial membership growth
- Collaborate with local marketing agencies and professionals to secure guest speakers, enhancing members' learning experiences and professional networking opportunities
- Oversee social media marketing strategies and team efforts, utilizing data analytics to optimize campaigns, increase event attendance, and boost online engagement

Client Experience Marketing Intern, AMN Healthcare, Hybrid (Paid), Del Mar, CA

May 2024 - July 2024

- Developed and executed LinkedIn content strategies while analyzing social media algorithms to increase engagement, optimize content targeting, and strengthen brand presence for B2B
- Conducted in-depth keyword research and applied SEO best practices, enhancing content discoverability
- Assisted with email marketing, podcast content creation, and ROI/ROAS analysis to support and optimize overall marketing strategies for multiple service lines

Director of Social Media, American Marketing Association USD Chapter, San Diego, CA

May 2023 - May 2024

- Implemented strategic initiatives to enhance brand visibility and increase followers by 8% in 4 months
- Produce engaging organic content through video editing, showcasing a high level of creativity and proficiency in multimedia tools resulting in an 8% follower increase in 4 months
- Partner with team members to introduce and manage campaigns like "Speaker Spotlights"

Social Media Account Manager and Co-Founder, USD Club Pickleball, San Diego, CA

Jan. 2022 - Present

- Generated over 4,000 impressions within the first month of starting the Instagram account
- Established brand voice, color schemes, typography, posting times for consistency and increased engagement
- Collaborate with club members, other officers, other universities, and brands to align social media efforts

ADDITIONAL WORK EXPERIENCE

Tutor, Knauss School of Business, San Diego, CA

Oct. 2023 - May 2024

- Assist students in understanding complex concepts in business analytics, fostering
- Implement tailored approaches to address unique learning needs for each student

Lead Dining Coordinator, USD Hospitality Services, San Diego, CA

Summers 2022, 2023, 2024

- Collaborated with team in generating \$3+ million in revenue for the university in accommodating over 100 groups, housing and feeding approximately 11,000 guests
- Provided administrative, clerical, and related services for conferences, camps, and other groups housed in university residence halls, serving as the main liaison for visiting guests with other university departments

SKILLS

Meta Ads Manager, Qualtrics, Canva, Adobe Illustrator, Instagram, LinkedIn, Microsoft Excel, Proficient in Microsoft Office, Google Suite, Tableau, R-Studio