

# AMYBETH SIMBECK

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## EDUCATION

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### **Master of Science in Marketing**, May 2025

Accelerated Masters Program, The University of Alabama, Tuscaloosa, AL

### **Bachelor of Science in Commerce and Business Administration**, May 2025

Marketing Major, The University of Alabama, Culverhouse College of Business, Tuscaloosa, AL

Minor: Real Estate      GPA: 4.0/4.0

## WORK EXPERIENCE

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### **Marketing Intern**, May 2023 – July 2023

*Mac Brown Photography*, Lawrenceburg, TN

- Communicated with clients and curated unique posts for social media platforms, resulting in a 300% increase in engagement
- Utilize Software such as Photoshop, Canva, and MS Office to plan and create content used across 3 mediums reaching up to 7,000 followers

### **Social Media Assistant**, January 2023 – Present

*The University of Alabama – Office of Teaching Innovation and Digital Education*, Tuscaloosa, AL

- Create content for 10 social media accounts across 5 different platforms following AP style to promote programs and opportunities
- Collaborate with a team to research trends, staying up-to-date on platforms such as Tik Tok and Instagram

### **Social Media Intern and Blog Editor**, August 2022 – June 2023

*Lauren Norris Girl Gang*, Tuscaloosa, AL

- Participate in behind-the-scenes set up and photoshoots to ensure flawless content for social media platforms with 300,000 followers meeting expectations of brands such as Target and Walmart
- Write content, edit weekly newsletter, and schedule within a Square Space website
- Contact wholesalers for product launches and manage e-commerce within the site
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## ADDITIONAL EXPERIENCE

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### **Forge Virtual Experience Program**, Fall 2022

*Lululemon omnichannel marketing*, Tuscaloosa, AL

- Gained experience in developing an integrated marketing plan for a new product launch
- Assess customer motives and develop strategy for implementation

## HONORS & ACTIVITIES

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Alpha Kappa Psi Fraternity member (Spring 2023)

Culverhouse Lift Alabama (Fall 2022)

Honors Action (Fall 2021)

Presidential Scholarship at UA: Full tuition for 4 years, valued at \$112,000

Honors College member

American Marketing Association member

Professional Women in Business and Communications member

## COMPUTER SKILLS

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MS Office Suite, Canva, Later: Social Media Scheduler, Sprout Social, Basecamp, Square Space