

# Marina French

Creative social media manager, skilled photographer, and outdoor enthusiast. Passionate about the storytelling and creative work that brings a brand to life and drives results.

## EXPERIENCE

### Sunday River Resort, Newry, ME

#### ***Content Manager***

JUNE 2019- PRESENT

Manage daily social and web content for driving brand awareness to Sunday River and sub-brands with a total audience size of 220k.

Lead photographer for daily on-snow photoshoots, profit centers, events, and year-round activities, and manage an asset library of over 200k images.

Develop content marketing strategies and ad campaigns for organic and paid social media, with a monthly budget of \$50k.

Assisted with the introduction and execution of a new guest service communications tool to service web chat support.

Completed FAA Commercial Drone UAS Certification for both photography and videography content.

Lead contact liaison for third-party social media needs.

Update website assets and manage blog content calendar.

Contributed to 40% overall social media growth.

#### ***Content Coordinator***

OCTOBER 2018 - JUNE 2019

Collaborated with lead photographer for on-snow and event photoshoot ideas.

Designed and updated resort signage and flyers for profit centers with a focus on incremental revenue.

Assisted Marketing Manager with social media engagement.

Worked with our full-time Snow Reporter to update daily mountain reports and website content.

### Patagonia, Boston, MA

#### ***Sales Associate & Provisions Specialist***

NOVEMBER 2017 - SEPTEMBER 2018

Full-time Sales Associate, started out as part-time/seasonal.

Worked on the sales floor managing the register and assisting customers with product knowledge and the purchasing process.

Trained for shipping and inventory management and tasks.

Chosen as the Boston store specialist for Patagonia's food line, Provisions, which included training new hires and planning events.

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## EDUCATION

**Endicott College, Beverly, MA** —  
*Bachelor of Science, Business  
Administration, Marketing*

AUGUST 2012 - MAY 2016

**Umbra Institute, Perugia, Italy** —  
*Semester Abroad, International  
Marketing & Photography*

JANUARY 2015 - APRIL 2015

## PROJECTS

### **Willing to Roam** — *Thru-hike*

DECEMBER 2016 - APRIL 2017

Hiked New Zealand's 1,800 mile trail, the Te Araroa and created "Willing to Roam" blog, [willingtoroam.com](http://willingtoroam.com) and Instagram, @willingtoroam, to document the trip.

## SKILLS

Photography

Social Media Management

Marketing Campaign Production

Copywriting

CRM & CMS Management

Adobe Creative Suite

- Lightroom

- Photoshop

- InDesign

- Illustrator

FAA Commercial Drone UAS Certified