

# LIORA SUSSWEIN

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*Marketing student with experience in digital content strategy, social media growth, and brand storytelling. Skilled in campaign management, asset organization, and cross-team collaboration, with proven results in driving engagement and impressions*

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## EDUCATION

### **The College of William & Mary, Williamsburg, VA**

BBA, Marketing Concentration: Innovation & Entrepreneurship); Minor: Anthropology  
Aug 2022 – Present | GPA: 3.83

### **Austin Community College, Austin, TX**

Dual Credit Courses in Economics | 2021–2023 | GPA: 4.0

### **Liberal Arts & Science Academy, Austin, TX**

High School Diploma | 2018–2022 | GPA: 4.1

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## EXPERIENCE

### **Intern | Marino PR | Remote**

February 2026 – Present

- Identify and contact influencers, develop campaign concepts, and build targeted media lists to support client outreach.

### **Junior Social Media & Content Coordinator | Tokin' Jew | Remote**

Aug 2024 – February 2026

- Managed and produced branded content for 160K+ audience, averaging 80K impressions per post and increasing followers by 110%.
- Organized creative assets and secured media features in *The Jerusalem Post* and *Forbes*, boosting brand visibility.

### **Marketing Intern | QXO | Remote**

Summer 2024 & 2025

- Executed Meta Business Suite campaigns generating 198K+ impressions and built AI-driven mock brand content for commercial use.
- Organized 900+ creative assets with metadata to improve content accessibility and workflow efficiency.

### **Student Marketing Assistant | Cohen Career Center | The College of William & Mary**

January 2023 – May 2024

- Designed marketing materials and social content to support student employment initiatives and campus outreach.

### **Marketing Intern | The Moody Center for Health Communications | The University of Texas, Austin**

Summer 2023

- Created marketing materials for the Father's Playbook project, helping new fathers around Texas gain access to parenting resources

### **Designer | Freelance Graphic Design | Remote**

2019 – Present

- Designed graphics, logos, and presentations for clients, delivering polished visual assets for branding and communication needs.

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## SKILLS

**Hard Skills:** Digital Marketing, Social Media Strategy, Content Creation, Brand Storytelling, Data Analysis, Presentation Design

**Marketing Tools:** Adobe Creative Suite, Canva, Microsoft Office, Capcut, Tableau, Pardot, Hootsuite, Bloomreach, Meta Business Suite

**Platforms:** Instagram, TikTok, Facebook, LinkedIn