

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

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

EXPERIENCE

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

Aug 2024 – Present

- Design & manage branded content for 160K+ followers, averaging 80K impressions per post.
- Edited & cataloged 500+ creative assets for cross-team use.
- Content featured in The Jerusalem Post and Forbes, boosting brand awareness.

Marketing Intern | QXO | Remote

Summer 2024 & 2025

- Leveraged Meta Business Suite to run campaigns, reaching 198K+ impressions.
- Built a mock brand by leveraging generative AI content for commercial photoshoots.
- Organized 900+ creative assets with metadata for rapid retrieval.
- Collaborated with leadership to produce sales territory maps.

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

January 2023 – May 2024

- Developed and designed marketing materials for the Cohen Career Center.
- Crafted social posts, flyers, and other collateral to support student employment.

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

- Developed graphics, logos, and other marketing materials.
- Organized and styled professional presentations.

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