

# 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

### **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.

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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