

Giselle Boetger
37 Topsail Dr, Angier, NC 27501
919-675-6711
giselleboetgerr@gmail.com

Motivated and detail-oriented Marketing Specialist employed at Tribe of Digital Natives. Currently pursuing a degree in Journalism and Media at UNC-Chapel Hill with a focus on sports marketing. Passionate about using storytelling to elevate brand identity, foster engagement, and drive results. Praised and rewarded in my field for my strong work ethic and success as a Marketing Specialist.

EDUCATION

University of North Carolina at Chapel Hill
B.A. in Media and Journalism, Concentration in Advertising, Public Relations, and Sports Communication
Expected Graduation: May 2027

EXPERIENCE

Tribe of Digital Natives, Boynton Beach, Florida.
Marketing Specialist June 2020 - Present
Responsibilities include: Graphic design, scheduling, creating content for social media, posting to social media, and occasional administrative work

Carolina Hurricanes, Raleigh, North Carolina.
Canes Crew Member August 2022 - Present
Responsibilities include: Fan engagement, brand ambassador, and game entertainment

Ruckus, Cary, North Carolina.
Hostess Summer of 2018 & 2019
Responsibilities include: Welcoming guests, seating guests, accepting phone calls, taking to-go orders, food running, and bussing tables

SKILLS

Certification in MS Word, Excel, & PowerPoint	2016 - Present
CPR/AED Certification	Fall 2020

ACTIVITIES & AWARDS

Highest Grade in World History Honors	2020
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Highest Grade in Economics
OCHS Cheerleading
Academic Athlete Award

2022
2018-2019
2019

REFERENCES

References available upon contact.