

# Lynn Schweer

## ***Education***

### **University of Northern Iowa**

Cedar Falls, Iowa

Marketing & Digital Media *Expected May 2022*

GPA: 3.4

Dean's List: Spring 2019, Fall 2020

---

## ***Relevant Experience***

### **Gallagher Bluedorn Performing Arts Center – Marketing Assistant**

Cedar Falls, IA

*09/2021 – Present*

- Promote upcoming live performances and events
- Oversee and assess Google Ads campaigns
- Manage integrated marketing communications among Facebook, Instagram, and website
- Schedule social media posts through Facebook Business Manager
- Write content for website and social media
- Broaden awareness for GBPAC

### **Center for Social and Behavioral Research – Research Interviewer**

Cedar Falls, IA

*01/2020 - Present*

- Collect health data for the Centers for Disease Control and Prevention and the Iowa Department of Public Health
- Conduct multiple studies over the phone
- Address questions and concerns regarding the study
- Probe for definite answers to accurately enter data
- Document anonymous survey results in centralized database

### **Blackstone - Waitress**

Iowa City, IA

*06/2016 - 12/2019*

- Educated guests about menus and daily specials, skillfully driving sales of target items
- Practiced sales skills by upselling appetizers, drinks, and desserts
- Gave recommendations and answered questions regarding menu
- Practiced multitasking and planning ahead
- Maximized customer satisfaction by delivering correct orders

## ***Contact Information***

schweerl@uni.edu

319-430-9042

2211 Walnut St Apt 31

Cedar Falls, IA

50613

---

## ***Skills***

- Google Analytics, Google Ads
- SEO
- Organization
- Customer service experience in restaurant industry
- Proficiency in Microsoft Word, PowerPoint, and Excel
- Facebook Business Manager
- Data visualization
- Public speaking/presentation
- Basic knowledge of SQL and HTML

---

## ***Additional Activities***

- VP of AAF National Student Advertising Competition

*09/21 - Present*

- Marketing strategy team president

*08/21 - Present*

- Chad's Pizza social media account coordinator

*08/21 - Present*

- Public relations campaign account coordinator

*10/20-12/20*

- UNI-Cue math and reading comprehension tutor

*08/18-12/18*