

# Marlee Bulman

Creative and data-driven social media specialist with 3+ years of experience in developing and executing content strategies that drive engagement and growth. Proven ability to create compelling content, manage social media platforms, and analyze performance metrics to optimize results.

(610) 427-9030 [marleebulman@gmail.com](mailto:marleebulman@gmail.com) | <https://marleeanneb.wixsite.com/marleeanne> | <https://www.flickr.com/photos/203008987@N05>

## EDUCATION

**Commonwealth University**, Bloomsburg — *Master of Business Administration (MBA), Marketing Emphasis*  
GPA 3.8 | Expected Summer 2025

**Shippensburg University**, Shippensburg — *Communication/Journalism, Electronic Media Emphasis / Spanish Language Minor*

SEPTEMBER 2018 - MAY 2022

---

## CERTIFICATIONS

Google AI Essentials, Google Prompting Essentials

## SKILLS

**Social Media Skills:** Social Media Strategy, Content Scheduling, Community Management, Social Media Advertising, Influencer Marketing, Social Media Analytics (Google Analytics, Sprout Social, Hootsuite Analytics), Instagram, TikTok, Twitter, Facebook, LinkedIn

**Content Creation Skills:** Content Planning, Copywriting, Video Production, Video Editing (Adobe Premiere Pro, Final Cut Pro), Photography, Graphic Design (Canva, Adobe Photoshop), Blogging

**Technical Skills:** Adobe Creative Cloud (Photoshop, Express, Premiere Pro), Microsoft Office Suite, Google Suite, Hootsuite, Canva, CrowdRiff, Meta Business Suite, TapClicks, Simpleview (Site & CMS)

---

## EXPERIENCE

**Germantown Cricket Club**, Philadelphia PA — *Content Creator*

JULY 2025 - PRESENT

- Covered weekend events with real-time content, photography, and video
- Designed event flyers and ads using Canva and Lightroom
- Assisted in creating and scheduling email alerts/communications for members
- Post engaging social content across club platforms
- Served as backup support to the Communications Director

**CU-Bloomsburg Student Recreation**, Bloomsburg PA

- *Club Sports Graduate Assistant*

JANUARY 2025 - MAY 2025

- Coordinate scheduling with team representatives and varsity athletics staff
- Assist teams with securing funding for 25-26 seasons
- Managed communication between 17 club teams, the athletics department, and recreation staff, resolving scheduling conflicts within 24 hours
- Learned rules and basics for thirteen sports

- *Student Content Creator*

SEPTEMBER 2024 - DECEMBER 2024

- Photographed club teams and intramural games
- Established/Maintained Club Sports instagram
- Launched social content to highlight the unique stories Bloomsburg club teams

**CU Alumni & Professional Engagement**, Bloomsburg PA — *Graduate Assistant*

SEPTEMBER 2024 - DECEMBER 2024

- Wrote weekly Career Tip Tuesday newsletters
- Analyzed open rate, click rate, and account activation rate weekly
- Established guidelines for communication to Commonwealth student body
- Navigated integration of Bloomsburg, Lock Haven/Clearfield, and Mansfield campuses

## **SPENGA Wayne, Wayne PA — *Social Media & Marketing Manager***

JANUARY 2023 - MAY 2024

- Elevated the SPENGA Wayne brand by strategically managing all social media accounts (Instagram, Facebook, TikTok, LinkedIn)
- Strategically planned and executed events, fostering buzz and member engagement
- Maintained Instagram engagement rate at 5.96% (industry average of 1.6%) and Facebook engagement rate at 5.16% (industry average of 1.9%)
- Increased follower count across Instagram, Facebook, and TikTok by 29.6% (from 805 to 1,044) in Q3 through targeted social media campaigns
- Analyzed KPI and performance numbers weekly with Hootsuite and Tapclicks

## **Visit Bucks County, Newtown Pa — *Social Media Intern***

JANUARY 2024 - MAY 2024

- Created media lists of local content creators to be vetted for future collaborations
- Assisted with copywriting and editing on various articles for publication with Simpleview and CrowdRiff
- Collaborated onsite with the creation of itinerary based video content to be used on social platforms

## **Cashman & Associates, Remote — *Social Media Intern***

JULY 2022 - FEBRUARY 2023

## **USPHL Media, Remote — *Content Creator***

JULY 2022 - MARCH 2023

---

### **LANGUAGES**

Spanish, Intermediate Conversational

French, Basic

### **AWARDS/ LEADERSHIP/ INVOLVEMENT**

**NATAS MID-ATLANTIC COLLEGE STUDENT PRODUCTION RECIPIENT** “West Chester At Shippensburg Football”- Shippensburg University, Replay

**Phi Sigma Sigma, Spring 2022 Community Outreach Chair/ Diversity, Equality, Inclusion (DEI) Chair/ Sisterhood Chair**