

Hope Buza

Digital Marketer | Strategic Communicator

Contact

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Education

Liberty University | Lynchburg, VA
2020-2023
B.S in Strategic Communication
3.6; cum laude

Certificates

Social Media Certified (2023)
Inbound Marketing Certification (2023)
HubSpot Academy

Expertise

- Email Marketing
- Copywriting
- Data Analysis
- Social Media Management
- Search Engine Optimization (SEO)
- Adobe InDesign
- Public Speaking

Experience

Marketing Coordinator

Jun 2023-Present

Lehman Volvo Cars | Mechanicsburg, PA | York, PA

- Set and deliver specific marketing goals within social media, digital marketing, event marketing, and traditional channels for two retail locations
- Analyze sales and marketing metrics using GA4, social media platforms, and third-party data providers to identify KPIs and strengthen data-driven decision-making
- Lead the creation, design, writing, and implementation of marketing strategies aligned with target audiences, including articles, email campaigns, paid ads, print materials, and social media content
- Develop an array of digital campaigns and creative assets to drive web traffic and generate new leads
- Research market to identify new opportunities, forecast trends, and recommend marketing strategies to support business growth
- Liaise with internal teams, vendors, and parent organization to ensure brand consistency

Digital Marketing Intern

Aug. 2022-May 2023

Liberty University Career Services | Lynchburg, VA

- Conduct market research using Google Analytics, social media platforms, and third-party data providers
- Identify trends in the data to inform marketing and content strategy (blog articles, email campaigns, etc.)
- Collaborate with marketing team to maintain brand voice
- Assist in auditing webpage for technical issues and SEO

Affiliations

Lambda Pi Eta

Member//Feb 2023-Present

ENGIN Program

Volunteer//March 2021-Present