



# ETHAN FOLEY

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Digital Marketing Specialist

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## CONTACT

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## ABOUT

With 2.5 years of professional experience in marketing in the heavy equipment industry, I am prepared to take on any professional challenge that comes my way. Through my profession, I have had the opportunity to travel both within and outside the United States and work with different cultures and demographics. While I enjoy working on my own projects, I enjoy working for a team and seeing team goals get completed.

## EDUCATION

Bachelor of Communications  
*Primary Major:* Mass Communications  
*Minor:* Media Arts

University of South Carolina  
2016-2021

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## SKILLS

Goal & team oriented

Good communication skills

Experience working both as a team and independently

Eager to learn

Proficient in marketing strategies

Proficient in the Adobe Suite

Proficient in several CMS programs

Proficient in DSLR Cameras

Proficient in drone photography and videography

Experience event & tradeshow planning & hosting

## WORK EXPERIENCE

Digital Marketing Specialist  
2022 - Present | BOMAG Americas

As the digital marketing specialist, I am responsible for all of our digital marketing strategies. I plan out and create all our social media, shoot photography, shoot and edit videos, write ads for publications, and more. With a small team, we are all responsible for helping to plan and set up for trade shows and events, of which we have several throughout the year. During my course at this position, I have acquired certifications including a commercial drone license (Part 107) and supervisor certification. Other responsibilities include writing and proofing advertisements, creating graphics, and designing writing, and producing sales literature and brochures

- Worked in a small team to provide various marketing strategies and digital marketing assets
- Learned how to work in a professional work environment
- Learned how to plan and set up for company events
- Specialize in digital media and editing

Multimedia Intern  
Summer of 2019 | Coastal Plain League

As a remote intern for the Coastal Plain League, I was able to shoot videos and photos for the league Instagram and promotions and the Lexington, SC team facility. I worked every home game for the team, and was the league media correspondent at this park.

- Learned to properly use a DSLR camera for the first time
- Captured baseball photography and posted to the league Instagram as well as edited and uploaded photos to the league online database for promotional use
- Had to be on constant alert and know when certain situations were going to happen so I could be ready to capture the moment
- Worked mostly on my own with occasional input from the league office