

JOLINE BUSCEMI

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EDUCATION

University of South Florida, Tampa
Bachelor of Arts in Mass Communications
Concentration in Creative Advertising

Graduated May 2013

EMPLOYMENT

Big Sea | Marketing Coordinator

Oct 2015 - Present

I plan, strategize, and execute inbound marketing campaigns for companies in entertainment, education, law, and more. I work with our clients to improve their website traffic and attract new leads. My day-to-day tasks include writing and executing blogs, emails, site content, and social media posts. I also manage The Brewery Bay, a Big Sea side project. I report directly to the Content Director.

Symphony Media | Marketing Assistant

Aug 2015 - Oct 2015

I communicated the needs of clients between our design, development, and content teams, and assigned tasks internally as needed. I performed QA of print and digital materials before sending to client or into production.

DICOM Grid | Design & Marketing Specialist

March 2014-July 2015

Now Ambra Health

I was promoted within the company from an intern after demonstrating stellar project management skills. In addition to the design tasks from my internship, I wrote and designed case studies, ebooks, and blog posts. I also coordinated our inbound marketing campaign by creating emails and landing pages.

DICOM Grid | Graphic Design Intern

Nov 2013-March 2014

I created digital graphics for our website and emails, designed premium content pieces like ebooks and case studies, and also produced banners and print collateral for tradeshow.

Visit jolinebuscemi.com/all-writing to see writing samples and links to my work.