

Chloe Hibbler

itschloeeden@gmail.com | www.linkedin.com/in/chloe-hibbler

EDUCATION

- Eastern Michigan University — BA in Marketing

August 2024 – Present

 - Pursuing Departmental Honors in Marketing with current GPA of 3.65
 - Recipient of Mielke Ethics Essay Award — Eastern Michigan University (October 2024)
- Washtenaw Community College, Ann Arbor — AA in Business Administration

August 2020 – May 2024

 - Graduated with High Honors (GPA: 3.97).
 - Dean’s List & High Honors Graduate — Washtenaw Community College

EXPERIENCE

- BankSupplies Inc. — Marketing Specialist

July 2024 – Present

A leader in providing money-handling products to industries such as banks, credit unions, casinos, and retail businesses. The company employs approximately 50 individuals and generates over \$15 million in annual revenue.

 - Executed multi-channel marketing campaigns, including Amazon strategies, to boost product visibility and grow revenue by 20%
 - Developed and implemented SEO strategies that improved product discoverability, resulting in a 26% increase in organic traffic and higher engagement across key platforms.
 - Leveraged ZoomInfo for prospecting and lead generation, identifying 300+ potential clients monthly.
- Washtenaw Community College Sports Office — Program Assistant & Social Media Manager

May 2023 - April 2024

 - Managed event logistics, schedules, and communications for 12+ programs per semester maintaining 80% participant satisfaction.
 - Curated and scheduled content for the department’s social media accounts, increasing visibility by 55% and engagement by 25%.
 - Analyzed program data and identified improvements, resulting in a 15% increase in program participation through streamlined processes and training.
- Travis Pointe Country Club — Event Staff

April 2022 - May 2023

 - Delivered high-quality service for weddings, banquets, and corporate events to ensure an exceptional guest experience, contributing to a 92% event satisfaction rate and supporting over 10 events per month.
 - Coordinated event setups and collaborated with teams to ensure seamless event execution, maintaining a 100% on-time event start rate and preparing venues for 50+ guests per event on average.
 - Anticipated and addressed guest needs proactively, enhancing the guest experience and leading to a 10% increase in positive guest reviews.

VOLUNTEERING

- Relay for Life (American Cancer Society) — Social Media Manager

May 2024 – August 2024

 - Secured sponsorships and partnerships, in order to raise \$20,000 in fundraising revenue and expanding event reach through strategic collaborations.
 - Increased event participation by 15% by executing digital marketing and engagement strategies.
- Church — Small Group Leader & Children’s Ministry Volunteer

June 2024 – Present

 - Lead an adult small group and serve in children’s ministry, facilitating faith-based discussions, mentoring participants, and creating engaging activities to foster community involvement and spiritual growth.

SKILLS, CERTIFICATES & OTHER

- Skills** - CRM & Marketing Automation | ZoomInfo Copilot | PPC | Canva | Adobe Creative Suite | SEO Optimization | Google Analytics | A/B Testing | Meta Business Suite | CapCut | NetSuite | Magento | Basic HTML
- Certificates** - Amazon Sponsored Ads Certification | ZoomInfo Copilot | Core Business Skills (CTBCS) | Business Enterprise Basics (CTBUSB) | Supply Chain Operations (CTSCO) | Digital Business Marketing & Sales (CTBSMS)
- Hobbies** - Sourdough Baking | Half Marathon & Hyrox Training | Travel & Cultural Exploration | Digital Content Creation | Reading | Hiking