

Mia Conter

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EDUCATION

Bachelor of Arts in Business Administration

Expected June 2026

Western Washington University (WWU) | Bellingham, WA

Concentration: Marketing, Minor in Economics | 3.6 GPA

- Marketing case competition finalist: created a Cotopaxi campaign utilizing segmentation, positioning, and media plan with budget and KPIs; team presenter.
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SUMMARY

Marketing student (June 2026) with hands-on experience in digital marketing, content, social media analytics, brand launch and growth strategy. Skilled in performance tracking, GA4, campaign optimization, and using engagement and conversion data to improve results.. Experience building marketing programs from the ground up for small businesses and community organizations.

EXPERIENCE

Marketing Coordinator

October 2025 - Present

Kim's Import | Issaquah, WA

- Built a brand identity and launched a Squarespace website and social channels from scratch, establishing digital presence.
- Designed and launched a referral promotion to increase customer acquisition; currently tracking booking and referral performance.

Social Media & Marketing Lead

February 2024 - Present

Bathaus (Community DIY Arts Venue) | Seattle, WA

- Manage social media campaigns and promotional content; tracking reach, engagement, and click-through metrics to optimize strategy and improve performance over time.
- Support marketing for 7-8 monthly events, contributing to increased attendance and community growth. Grew Instagram to 5K followers in four months and generated 150K+ monthly views.
- Planned and executed a campaign and giveaway for a winter market, driving 500+ event attendees.

Sales Development Intern

June 2025 - August 2025

Ecolab | Seattle, WA

- Supported sales teams across multiple client site visits, documenting workflows and customer needs to improve follow-up and service coordination.
 - Collaborated on a 12-week consulting capstone for a hospitality client; analyzed inputs and co-presented operational recommendations to leadership.
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SKILLS

- **Certifications:** Google Analytics 4 Web Analytics, Hubspot
- **Technical:** Word, PowerPoint, Excel, Qualtrics, SPSS, Meta Business Suite, Squarespace, MailChimp, Adobe Lightroom & Photoshop, Canva, SEO basics, Paid Ads