

Fiona Whittington

San Francisco, CA

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B.A. Advertising

Concentration in Computer Science

Boston University, May 2019

Skills

Marketing

Google Analytics

Mailchimp

Hubspot CRM

Salesforce Basics

Hootsuite

Programming

SQL

HTML/CSS

Javascript & Python Basics

Tableau

Design

Adobe Suite

Sketch

Awards & Achievements

BU Spark! Innovation Award 2019

BostInno's 2018 50 On Fire

BU Accelerator Grant 2018

Forbes Under 30 Scholar 2017

UROP Research Award 2017

Provost's Scholars Award 2017

Cross-College Award 2017

First Place InnovateEDU 2017

First Place VR EcoHack 2017

First Place Global Appathon 2016

Experience

Executive Director | TechTogether, Inc.

Jan 2018 - Present

- Founded an award-winning national nonprofit featured in major publications such as the Associated Press and Boston Globe.
- Created chapter program, resulting in our expansion into 4 new cities and audience growth to 10k students.
- Lead and manage a team of 56 volunteers to put on events that serve an average of 1,000 students each year.
- Develop and execute partnership programs that brought in an average of \$256k in revenue annually for the past two years.

Co-founder & CEO | The Bit

Nov 2019 - March 2020

- Managed and created content for the company's social media channels including Instagram, Facebook, and Twitter in order to increase awareness of the company, which resulted in 1.4k organic Instagram followers in 4 months.
- Planned, managed, and executed lead marketing strategy, resulting in 4 sales qualified leads valued at \$100k each.
- Published 6 articles, one of which has received over 15k views on Medium since its publication in November 2019.

Marketing Associate | Armored Things

May 2019 - Nov 2019

Marketing Intern

Aug 2018 - May 2019

- Designed and executed corporate rebrand as an intern, driving up sales to an estimated \$400k.
- Implemented MQL lead tracking system and collaborated with sales to automate and optimize follow-up methods based on historical data.
- Crafted a new event strategy for over 50 conferences and trade shows, which cut down the marketing budget by 25% and led to a 50% increase in sales leads.

Senior Marketing Intern | Red Hat

Jan 2018 - Aug 2018

- Collaborated with a design intern to launch an internal monthly newsletter, including writing bi-weekly blog posts featuring employees working at the Executive Briefing Center (EBC).
- Conceptualized and developed an interactive full-stack web application for the EBC that was presented by Red Hat to over 20,000 people at Grace Hopper Celebration 2018.

Marketing Assistant | Hariri Inst. for Computing

Jan 2016 - Jan 2017

Account Leadership Intern | RP3 Agency

May 2016 - Aug 2016