



## Mikaela Berst

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At DisputeSoft, Mikaela is a Marketing Manager responsible for assisting in the firm's marketing and human resources efforts. She produces a monthly marketing report, updates and creates new content for the firm's website, maintains and expands the firm's CRM program, screens job applicants, and organizes corporate events.

Mikaela is a recent graduate of the University of Virginia, where she graduated with a B.A. in both Media and American Studies. She spent her time in college developing skills in digital marketing; including content, social media, and email marketing. She immersed herself in numerous projects that enabled her to both apply and hone her marketing skills, such as developing a strategic marketing plan for a local food services company and analyzing the feasibility of a start-up's 3-year business plan.

### EDUCATION

B.A., University of Virginia