

SOCIAL MEDIA MANAGER

Summary

Seeking an employment position in the Marketing or Public Relations field.

Highlights

- I am able to work very well with other people, as part of a team or otherwise, in an external and/or internal work environment.
- I am very organized and can multi-task with ease.
- I am able to take direction easily, but I am also not afraid to ask for help if needed.
- I am a strong communicator and pride myself on my ability to speak and write well.
- I am very familiar with most computer office programs including all Microsoft programs.
- I work well under pressure and consider myself to be an effective problem solver, promoter and liaison.
- I pride myself on being able to develop and nurture relationships, existing and new, with clients, patients, and/or team members on a daily basis.

Experience

Social Media Manager , 06/2014 to Current Company Name 1/4 City , State

- Running Title history on Lease holders and their properties
- Entering data to be used in official Abstracts
- Managing personal relationships with clients by writing "Thank You" letters and keeping them informed with weekly email updates
- Assisting with daily office duties such as filing, organizing, and updating company/clientele information
- Creating and maintaining Social Media profiles (Facebook, Twitter, Instagram) for the Candidate
- Creating and implementing strategic plans for Social Media posts to try and broaden our outreach (i.e. posting relative articles on social or political issues in our community and asking followers for their feedback, posting pictures of every fundraiser, appearance or social event that the campaign/candidate has held or attended, engaging followers in conversation on the campaign page to learn about their concerns and hopes for the future of our community and how André Comeaux can help make them a reality)
- Helping plan campaign fundraisers and events for the Lafayette community — Examples: * Planned and implemented a "Meet the Candidate" social gathering at a local restaurant for current students and recent graduates to come together and discover ways they can volunteer for the campaign, raise money, meet André Comeaux and learn about his objectives * Helped plan and implement several fundraisers for both the Lafayette and Baton Rouge community which gave supporters the opportunity to volunteer their time and money to help fund the campaign * Helped design the website, campaign "push card" and campaign t-shirt

Marketing Intern , 01/2014 to 05/2014 Company Name 1/4 City , State

- Creating and posting numerous Social Media posts on various outlets (Facebook, Twitter, Instagram, Constant Contact) to engage followers and encourage attendance to events
- Designing and sending out weekly, sometimes daily e-Blasts (via Constant Contact) to ticket holders and the general public about upcoming events, getting involved with volunteering, etc.
- Volunteering for Art Walks in Downtown Lafayette & various concerts, taking pictures at certain events and fundraisers, and assisting the Marketing Director with different tasks on a daily basis such as organizing and designing promotional pieces including flyers, postcards and the Center's website

Sports Intern , 09/2013 to 02/2014 Company Name 1/4 City , State

- Assisting the Sports Director with filming high school football games
- Recording names, numbers and scores of each game
- Cutting film and reviewing/editing the script for the teleprompter for the Sports Director before he went on-air

Nanny/Caregiver , 01/2012 to 02/2014 Company Name 1/4 City , State

- Basic caregiver for three small children for 4-6 hours everyday
- Provided discipline according to their ages (5, 10, and 13) and, in accordance with their parents' guidelines, gave them everyday chores and responsibilities to accomplish i.e. getting their homework done right after school and in a timely manner, cleaning their rooms, dressing themselves for extra-curricular activities, etc.

Sales Associate , 05/2011 to 12/2012 Company Name 1/4 City , State

- Greeting and assisting customers on the main floor
- Working the register
- Re-stocking shelves and taking inventory on a weekly basis and major inventory over the summer
- Wrapping gifts
- Creating flyers and postcards to help advertise monthly sales or discounts
- Designing various window displays

Education

Bachelor's : Public Relations, Business University of Louisiana at Lafayette 1/4 City , State , US University of Louisiana at Lafayette, Lafayette LA Public Relations/Liberal Arts, May 2014 Bachelor's degree in Public Relations with a minor in Business

Accomplishments

As part of one of my last core Communications classes at The University of Louisiana at Lafayette, better known as Campaigns 490, students were divided into 5 teams of 5 to create a campaign for a specific client, the ULL Communication Department. The proposal was to increase recruitment numbers by 20% in the next year. Each member of the team had a unique job and mine was Editor, which entailed reviewing, proofreading, and finalizing the group's final written reports and social media sites. After a semester of gathering and analyzing research, developing a campaign based on objectives, creating a new branded image and evaluating the plan for the department, the Department of Communication chose our campaign as the winning group proposal

Professional Affiliations

THE ANDRÉ COMEAUX CAMPAIGN , Lafayette, LA

Skills

Associate, Basis, Greeting, Inventory, Monthly Sales, Sales, Sales Associate, Sales Or, Stocking, Marketing, Posting, Clients, Filing, Increase, Liaison, Problem Solver, Proofreading, Recruitment, Very Organized, Games, Promotional, Public Relations