

## CONTENT STRATEGIST

### Summary

Energetic and persuasive Public Relations Specialist offering expertise in public speaking, advertising and media relations. Seeking employment with an established company which will utilize my skills, creativity and enthusiastic approach while allowing me to grow as an individual and further strengthen my abilities.

### Highlights

- Microsoft Office
- Social Media Marketing
- Strong Editing Skills
- Project Management
- Exceptional Writing and Grammar
- Graphic Design
- Expert Computer Knowledge
- Analytical Skills
- Public Relations Specialist
- Skilled Typist
- Telephone Skills/Multi-Line
- Fast & Accurate Data Entry
- Correspondence
- Search Engine Advertising
- Vector Media
- Photography
- Profit & Growth Strategies

### Experience

Content Strategist Jan 2015 to Current

Company Name 1/4 City , State

- Create outlines, storyboards, graphics concepts, prototype page layout.
- Edit copy for writers and provide feedback to visual design team.
- Act as project manager and simultaneously manages several projects.
- Handle all SEO techniques, and responsible for executing all online marketing campaigns.
- Responsible for ALL content management, social media tools, photo editing software and Office software.
- Responsible for writing a minimum of five news articles daily.
- Assisted with and coordinated all public relations events for the launch of the website.

Public Relations & Marketing Manager Mar 2013 to Current

Company Name 1/4 City , State

- Create in-depth marketing proposals for restaurants.
- Implement strategic and community-building campaigns, promotions and contests centered on increasing in-store visits to our clients' restaurants, build brand loyalty for Marion Restaurant Guide and the growth of our online brand.
- Research followers, organizations & influences to grow fans & build engagement of our website & social media platforms.
- Plan & execute all events hosted by the Marion Restaurant Guide and for clients.
- Work with all departments to identify trends and developments that influence Public Relations.
- Design and maintain all web content, graphics contents, promotional videos, email blasts and email newsletter.
- Work to develop & maintain relationships with company sponsors.
- Successfully handle multiple advertising budgets simultaneously.

Client/Community Coordinator Sep 2009 to Current

Company Name 1/4 City , State

- Set up over three hundred active B2B accounts and maintained a positive work relationship with each client over the course of their contract.
- Establish and maintain cooperative relationships with representatives of the community.
- Act as the Digital Marketing Manager for all social media & online marketing.
- Created a myriad of ad campaigns to promote our clients using Facebook, AdWords, Twitter, LinkedIn and more.
- Responsible for the graphics needs for numerous clients, including designing logos, business cards, websites, fliers and more.
- Worked as a Project Manager for over 100 businesses, providing sales and marketing expertise, handling budgets, and overseeing projects from conception to end.
- Expanded product and company recognition in the national press to grow sales and enhance marketing.
- Organize public events, contents, parties and more to increase product awareness.
- Create all web content, email newsletters, and more.
- Responsible for all administrative duties, including answering telephones, handling computer equipment, faxes, printing, data entry, spreadsheets and more.

Project Manager | Advertising May 2010 to Sep 2010

Company Name 1/4 City , State

- Successfully managed a sales team of 15 on a new city-wide project.
- Encouraged local businesses to support their community by advertising on banners displayed city-wide.
- Created advertising plans that encouraged clients to advertise & support Marion.
- Designed logos for many businesses.

- Lead the sales team to increased sales by over 30% from the previous year for the entire city.
- Responsible for starting and accurately maintaining all data sheets, contact lists, sales, and proofing.

Wireless Specialist Jan 2006 to Jan 2006

Company Name 1/4 City , State

- Assisted with the development of new policies and procedures in a new department.
- Responsible for the wireless department and overseeing all aspects of wireless activity.
- Dealt with all levels of customer service and technical support.
- Handled customer complaints in a professional courteous manner, resolving conflicts expeditiously.
- Learned the process of selling and increased wireless sales.
- Expanded number of "end of sale add-ons" by 35%.
- Reliably maintained a cash drawer for transactions.
- Kept an accurate record of all wireless transactions on a computer database.

Education

Associate of Applied Science , Marketing & Project Management 2016 Marion Technical College 1/4 City , State

Marketing, Public Relations, Social Media and Journalism coursework

Associate of Applied Science , Interactive Media 2016 Marion Technical College 1/4 City , State

Coursework focuses on video production, image manipulation, web development, Internet development

Skills

Advertising

Analytical Skills

Scheduling Appointments

Budgets

Computer Knowledge

Client Relations

Customer service

Data Entry

Editing and Copywriter

Graphic Design

Project Managing

Marketing

Microsoft Office

Photography

Proofing

Research

Social Media