

SUMMARY

Digital Media Specialist with over eight years of success using digital marketing and media production abilities to exponentially grow audiences and revenue. Proficient with a broad range of content creation disciplines including: print and web design, photography and videography, branding and marketing analysis, and top social media trends. Background in Hospitality, Education and Small Business has empowered leadership, critical thinking and problem solving abilities while staying perceptive and patient with co-workers and clients.

EDUCATION

University of Houston-Clear Lake
BA in Communication

HOUSTON, TX
AWARDED MAY 2015

WORK EXPERIENCE

Digital Marketing Coordinator
Moody Gardens

GALVESTON, TX | MOODYGARDENS.COM
MARCH 2017 - JULY 2018

- Maintained a digital presence by publishing content to the company website, verified social media accounts on Facebook, Twitter and Instagram to over 100,000 followers collectively, generating leads to a mailing list of more than 15,000 unique contacts, and delivering seasonal ad creative to multiple external advertising partners.
- Collaborated with in-house and external teams to lead a successful marketing strategy using A/B testing, SEO and digital analytics tools (Google Analytics and Sprout Social) to break million-dollar sales records during advertising campaigns.
- Act as a representative to correspond with guests and vendors through all web communications platforms and deliver exceptional customer service for inquiries and problems with accommodations, as well as establishing company policies.

Online Editor, Student Publications
University of Houston-Clear Lake

HOUSTON, TX | UHCLTHESIGNAL.COM
SEPTEMBER 2013 - MARCH 2017

- Planned, organized and built the website of the university's online news publication, with the essential functions of: displaying published news content to a 10,000-person readership, while simultaneously creating a teaching environment for students to learn a journalism and media production workflow using the Wordpress Content Management System.
- Lead lectures, demonstrations and group discussions for 10-30 students per class on media production content such as planning story assignments, web content and social media campaigns from concept to completion on a weekly editorial calendar.
- Work independently on projects to create branding materials, video, photo galleries, landing pages, audio recordings and written content.

Marketing Manager
The Popcorn Bag

SPRING, TX | MYPOPCORNBAG.COM
OCTOBER 2010 - SEPTEMBER 2013

- Successfully launched an e-commerce store with nationwide delivery using CafeCommerce Content Management System.
- Design branding such as store menus, packaging and product labels, as well as establishing principles for future marketing needs.
- Communicate one-on-one with customers for orders involving special events such as parties and weddings, requiring the need of specialized designs and gifts.

SKILLSET

Digital Marketing

A/B Testing, Blogging, Marketing Analytics, Community Engagement, Content Development, Content Management Systems, Copywriting, E-Mail Marketing, Live Streaming, PPC Advertising, SEO, Social Media (Facebook, Instagram, Twitter, YouTube)

Web and Graphic Design

3D Modeling, Branding Design, Color Separations, Domain Registration (DNS), E-Commerce, HTML5 Animation, Photography, Responsive Design, Spot Color Matching, Vector Reproduction, Videography, Web Hosting Solutions, Wireframing

Software Proficiencies

Adobe Creative Cloud: After Effects, InDesign, Illustrator, Photoshop, Premiere; Google: Analytics, AdWords; Microsoft Office: Excel, Powerpoint, Word; Wordpress, Operating Systems: Apple macOS, Microsoft Windows, Debian Linux