

## Related Experience

### FREELANCE

<b>Social Media Manager</b>   brew: creative media	Minneapolis, MN	Apr. 2022 – Present
<b>Social Media Specialist</b>   Lippe Taylor	Remote (New York, NY)	Apr. 2022 – Sep. 2022
<b>Social Strategist &amp; Copywriter</b>   Scott Social Marketing	Remote (Phoenix, AZ)	Dec. 2021 – March 2022
<b>Social Media Manager</b>   Hashtag Me Social	Remote (Denver, CO)	Sep. 2021 – May 2022

- Managed social media communities across social channels, tracking issues, provided customer service, identified influencers, and managed post and story publishing, as well as managed contest entries and winners and coordinated prize distribution
- Created content calendar, content plan, and content itself including copywriting and image/video asset selection
- Researched and created content strategy, hashtag strategy, social asset strategy, and created graphics and video
- Collaborated with graphic designers to ideate new campaigns, taking brainstormed ideas to finished campaigns
- Performed audience research and segmentation, competitor analyses, interpreted analytics, and created reports on a monthly or ad-hoc basis
- **Clients:** One-A-Day, Flintstones Vitamins, Godiva, Waterloo Sparkling Water, Drumstick, Midol, N2 Publishing, Station Desks, Nikki Glekas Events, FORM180, Bank Street Events, DevSquad, Kurt Manufacturing, Hennepin Healthcare

### FULL-TIME

<b>Social Media Content &amp; Community Manager</b>   JT Mega	Minneapolis, MN	Sep. 2018 – Oct. 2020
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- Managed social communities across channels, monitored feedback patterns, recorded detailed history of customer service interactions, and escalated any issues to necessary contacts
- Managed monthly social content, working with designers, accounts team, and strategists to achieve client goals – wrote copy, photographed products, designed post assets or sourced stock images, and optimized hashtag and content strategy
- Created monthly, quarterly, yearly, and ad-hoc analytics and reporting based on KPIs and benchmarks and included recommendations for ongoing organic and paid strategy
- **Clients:** Cargill (Sterling Silver Premium Meats), Hormel (Di Lusso Deli, Columbus Meats, MegaMex Foodservice; Wholly Guacamole/Wholly Avocado, Herdez, La Victoria, La Bandera), Plochman's Mustard, Crystal Farms Cheese, Regular Girl, Dawn Foods

<b>Social Media Specialist</b>   Red Circle Agency	Minneapolis, MN	Sept. 2015 – May 2016
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- Wrote weekly content for Facebook and Twitter in addition to ad copy across all channels
- Established and executed social strategy for each client based on client goals, expectations, and budget while adapting to emerging social trends and tools
- Created and optimized ads for Facebook, Instagram, and Twitter to meet campaign objectives
- **Clients:** Grand Casino, Meskwaki Casino, Kickapoo Lucky Eagle Casino, Gun Lake Casino, Akwesasne Mohawk Casino Resort, Ramada Plaza

<b>Social Media Strategist</b>   Hubbard Interactive Twin Cities	St. Paul, MN	Feb. 2015 – Sept. 2015
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- Managed communities across all channels while maintaining a consistent brand voice
- Managed brand reputation by responding to negative ratings and forming crisis communication plans
- Planned and executed online promotions including giveaways, sales, coupons, and events
- **Clients:** Once Upon a Child, Plato's Closet, Zantigo, Little Blind Spot, Goodthings

<b>Social Media Marketing Assistant</b>   Martha O'Hara Interiors	Minneapolis, MN	Feb. 2014 – Dec. 2014
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- Managed communities across social channels, acting as the first point of contact for prospective clients and providing

customer service while creating a database of product pricing and FAQs

- Researched industry trends to plan and write interior design-themed blog posts
- Designed post assets, created templates, and wrote content for social posts
- Created benchmarks for website and social media reporting and analytics

## CONTRACT

**Social Media Specialist (Contract)** | Cargill Wayzata, MN Feb. 2017 – Aug. 2017

- Managed the Truvia Natural Sweetener U.S. and Canadian communities – Facebook, Twitter, Pinterest, and Instagram providing customer service and responses to comments, criticisms, or questions from fans
- Used community feedback to identify influencers and comment trends and patterns

**Web Content Specialist (Contract)** | Thomson Reuters Eagan, MN Aug. 2016 – Dec. 2016

- Researched and wrote compelling blog content and complied with internal and legal industry standards
- Edited or revised content based on internal or external feedback while meeting established deadlines and quality expectations
- Promoted blog content on clients' Facebook pages via boosted posts targeting audiences in each unique law firm geographic area and practice specialty

## Skills and Tools

### Social Media

- Experience with channels including: Facebook, Twitter, Instagram, LinkedIn, Pinterest, Snapchat, TikTok, YouTube, and Houzz
- Social Tools: Facebook Business Manager, Business Suite, Ads Manager, and Creator Studio; Twitter Ads and Analytics; Spredfast/Khoros, Radian6, Hootsuite, Sprout Social, bit.ly, Radium1, Iconosquare/Statigram, ShortStack, Woobox, Google Analytics, Google AdWords

### Software & Apps

- **Design and Layout:** Adobe Photoshop, InDesign, Illustrator; Canva
- **Web:** WordPress, Squarespace, Movable Type, Craft, TINT
- **Other:** Basecamp, Asana, Trello, Workfront, SharePoint, QuickBooks, Filemaker, Aqua time tracking

## Education

**University of Wisconsin–Eau Claire** Eau Claire, WI Sept. 2004 – May 2009

**Major:** Journalism **Minor:** Art History

- **Activities:** Communication and Journalism Organization (CJO), Society of Professional Journalists (SPJ)
- **Awards:** Excellence in Academics in the Field of Communication, 2008
  - Awarded for research project "Facebook and the Maintenance of Social Capital," 2008