

Austin Macdowell

Seattle, WA | 678-863-2942 | austmacd@gmail.com
[linkedin.com/in/austinmacdowell](https://www.linkedin.com/in/austinmacdowell) | admacdo.com

Experience

Social Media Community Manager, April 2018 – Present [Microsoft \(JeffreyM Consulting\)](#)

Moderate conversation of Office 365 fan base over Twitter (700k followers) and Facebook (630k liked). Provide support and track themes to report to engineers for product improvements.

Technical Support Specialist, August 2015 – August 2016 [Simply Mac](#)

In-person support & engagement for Apple Retail, contributing to increased sales quotients and consistent customer ratings of 90% or higher at Tier-1 franchise

Social Media Intern, Summer 2015 [Connect Marketing Services](#)

Increased traffic & engagement for six local clients, coordinating content across social platforms to best match buyer personas

Web Development Intern, Fall 2017 [Unmutable Creative](#)

Produced responsive, SEO-optimized sites for clients

Expertise

Customer Experience

Brand Voice Development, Solution Finding, Engagement Tracking, Social Listening

Social Media

Sprinklr, Twitter, Facebook, Paid Promotions, Email Campaigning, Budget Tracking

Digital Marketing

SEO, Google Analytics, CRM, Blogging, Copywriting
*Inbound Marketing Certified through HubSpot Academy (Jan 2018)

Web Development

HTML, CSS, jQuery, WordPress, GitHub, CSS Frameworks

Languages

English, German (Intermediate)

Education

Bachelor of Arts, A.B., Communication Studies, 2013 – 2017 [University of Georgia](#) – Athens, GA

Studied rhetorical, interpersonal, and public communication in order to relate more effectively to any audience in writing and speaking

German Language, CEF Level A2.1A, Summer 2017 [The Goethe Institute](#) – Freiburg, Germany

Interests

Cycling, Reading, Yoga, Drums, Tabletop Games, Live Music