**Austin Macdowell**

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[linkedin.com/in/austinmacdowell](https://linked.com/in/austinmacdowell/)| [admacdo.com](https://admacdo.com/)

**Interests**

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

**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

**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)