

Samantha Anyang-Kusi

Social Media Digital Strategist (Temp)

Washington, DC

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To seek an opportunity to work within a company where I can contribute my knowledge acquired in the area of Communication, Campaign planning, and Social Media

WORK EXPERIENCE

Social Media Digital Strategist (Temp)

American Telemedicine Association - Washington, DC - 2017-01 - 2017-01

- Build network and brand awareness through social media and other outreach efforts
- Monitor and engage with audiences on Twitter, Facebook, Instagram, and LinkedIn
- Draft weekly social media calendar and execute on daily posts to develop and enhance community interactions, increase ATA's visibility, and build ATA's social media audience
- Utilize social media to engage with a community of fans/followers online
- Track and report on social media statistics and trends
- Develop and executive paid advertising campaigns
- Create infographics, ads for social media, and promotions

Public Relations/Marketing Associate

Adinkra Expo, Virginia - 2015-01 - 2016-12

- Establish external communications strategy that positively affects customers' understanding and engagement
- Research and coordinate vending opportunities
- Collaborate closely with managers in Business Development and Sales
- Regularly check and response to inquiries in the appropriate time to customers through social media and emails
- Manage and maintain all social media platforms

Executive Coordinator/ Junior Account Manager

InStrat Media - Washington, DC - 2016-01 - 2016-09

- Worked directly with the CEO as main point of contacting with internal needs
- Organized office operations and procedures
- Conducted hiring including job postings, interview conducting, and onboarding
- Daily monitoring and optimization of campaigns
- Provided daily, weekly, and monthly reporting and analysis to clients
- Created insertion orders, purchase orders, and managing the process internally
- Tracked and managed paid media invoices between clients and vendors
- Developed media plans for print, TV, digital advertising
- Managed advertising campaigns across multiple platforms including Google Adwords, Facebook Ads, Twitter Ads, Google Doublebid Manager, and Centro
- Traffic digital media placements and E-tear sheets from publications with media vendors

Media Intern

InStrat Media - Washington, DC - 2015-09 - 2015-12

- Assisted with client, campaign, and project research
- Social media strategy, creation, and management
- Information logging, tracking, and organization
- Business development & office administration
- Creating and updating social media blog
- Maintain and update database of existing and potential vendors

EDUCATION

Bachelor of Science in Communication

Old Dominion University - Norfolk, VA

2015

ADDITIONAL INFORMATION

TECHNICAL SKILLS

- Advance knowledge of Microsoft Word, Excel, PowerPoint, and Outlook
- Knowledge and experience in Customer Relationship Management (CRM) and WordPress
- Knowledge and experience in Adobe Creative Suites