

IT Communications Project Manager II IT Communications Project Manager II IT Communications Project Manager II - Liberty University Lynchburg, VA Strategic marketing professional with a knack for creating and implementing comprehensive communications projects, with active involvement from development to execution. Authorized to work in the US for any employer Work Experience IT Communications Project Manager II Liberty University - Lynchburg, VA April 2017 to Present Direct social media strategy for Liberty University Information Technology department Develop and execute comprehensive communications projects for various IT Initiatives Create relevant and compelling content for social, digital, and experiential mediums Mentor and train IT Communications apprentices in campaign management/implementation Work closely with strategic partners to build positive relationships and create and circulate media releases, newsletters and video case studies for successful IT projects IT Marketing Specialist Liberty University - Lynchburg, VA September 2015 to April 2017 Wrote demographic specific mass communications to University stakeholders with creative and meaningful copy for social media, email, web pages, posters, videos, banners, and other communication mediums Assisted with the planning and execution of strategic special events and promotions Fostered relationships with IT project stakeholders and implements project specific marketing/communication tactics IT Communications Apprentice Liberty University - Lynchburg, VA July 2013 to August 2014 Education Master of Science in Marketing in Public Relations Specialization Liberty University May 2018 Bachelor of Science in Communication Studies in Advertising and Public Relations Specialization Liberty University 2014 Skills Content Creation (3 years), Copywriting (4 years), media strategy (3 years), Project Management (2 years), social media strategy (5 years) Additional Information AREAS OF EXPERTISE: Project Management, Social Media Strategy, Content Creation, Copywriting, Engagement

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