



ALISHA AHERN

Social Media Strategist | Creative Content Producer | Data Analyst

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NOTEWORTHY

- Managed over 250 social media profiles and consulted over 15 small to medium sized companies on social media and online strategy.
- Lead consultant in product development including feedback, development, design and QA on upcoming release of PropertySolutions.com marketing software.
- Researched and composed media documents for business/industry publications including The Wall Street Journal, The New York Times, Nova and Good Morning America.
- Designed over 25 infographics, 37 logos, 15 business cards, 150 flyers, and 17 websites.
- Developed and implemented a Craigslist focused marketing strategy for the housing/rental industry which accounted for 56% of all new leads after 18 months, dramatically changing the advertising scene in Southern California for this industry.

SKILLS & PLATFORMS

SOCIAL MEDIA PLATFORMS	Twitter, Facebook, Instagram, Pinterest, Google+, LinkedIn, YouTube, Vine, SnapChat, Periscope, Meerkat, Tumblr, Dashburst, Dribbble, Disqus, Flickr, Reddit, foursquare & others
REPUTATION MANAGEMENT	Yelp, TripAdvisor, Google Local, Facebook, Twitter, Yellow Pages, Bing, Glassdoor, Angie's List, Yahoo! Local, foursquare, Citysearch
ANALYTICS	Google Analytics, Kissmetrics, Moz, Bing, Iconosquare, YouTube, Facebook Insights, Twitter Analytics, HootSuite Analytics, Buffer Analytics, Yelp Analytics, Tumblr, Etsy, Shopify, Pinterest
ECOMMERCE	Woobox, WooCommerce, Magento, Shopify, Etsy, Amazon Seller, Polyvore
TECHNICAL	HTML/CSS, SEO/SEM, FTP, Cyfe, Zoho Office, Google Apps for Business & Work, Microsoft Office, Skydrive, Dropbox, Box, Ifttt, GoDaddy, Yardi, Property Solutions, ZenDesk, Venmo
CREATIVE	Adobe Creative Suite, Canva, PicMonkey, Animoto, Flipagram, Magisto
CONTENT MANAGEMENT	MailChimp, HootSuite, Buffer, Wikipedia, Photobucket
PUBLISHING PLATFORMS	Wordpress, SquareSpace, Shopify, Joomla, Etsy, Tumblr, Blogger, Medium
PROJECT MANAGEMENT	Asana, Trello, Basecamp, DivvyHQ, OneNote
REAL ESTATE ADVERTISING	Trulia, Zumper, Zillow, Postlets, Roomorama, Hot Pads, rent.com, WestsideRentals, rentwiki, my new place, LiveLovely, Sublet, Apartment Hunterz, eRental, rentalspot, metrosetter, Airbnb, rentmyapartment, flipkey, gofurnishedhousing, Vacation Housing

WORK EXPERIENCE

Digital Remix, LLC [Las Vegas, NV & Kansas City, MO]

CREATIVE DIRECTOR/CO-FOUNDER 11/2014 – Present

- Social Media strategy, management and consultation for several small to medium sized businesses supporting a variety of industries and initiatives for companies such as VEGAS.com, Yevo International, Granite Gaming Group, and NV BLUE.
- Email marketing campaigns, website design and development, SEO strategy, custom graphic design, creative blog and social content creation/generation.
- Created intelligent customized reports for clients on a weekly basis that allowed them to have a clear understanding of their metrics and goals along with individualized real-time client facing dashboards of those vital tracking points.
- Client management including weekly and monthly standing calls/meetings. Prepared and presented group training sessions and client presentations upon completed work. Tested and purchased a variety of tools and established relationships and hired sub-contractors when necessary.
- Produced weekly industry blog posts showcasing social media platform updates, news and changes to serve as a reference for the Social Media Marketing industry.

Freelance / Digital Marketing & Strategy [Los Angeles, CA, Las Vegas, NV , Kansas City, MO]

PRINCIPAL 2008 – 2014

- Published weekly and monthly newsletters with original content and graphics via MailChimp with open and click rates of 34% and 5% respectively, both double the industry standard.
- Designed original infographics and wrote articles for DailyDesignBreak.com and clients such as Trailridge Pet Hospital.
- Produced brand identity including logos, business cards, social media templates, original advertising, and print designs for clients ranging from self-published authors to salon owners.

NMS Properties [Santa Monica, CA]

**SENIOR INTERNET MARKETING
MANAGER** 5/2012 – 8/2014

- Created a Craigslist specific marketing campaign which accounted for 56% of all new lead conversions.
- Established, organized and maintained 200+ social profiles including Facebook, foursquare, Google+, Google Business Listings, Pinterest, Twitter, and YouTube accounts.
- Developed a company-wide cloud-based storage solution and trained 30+ managers on its use, saving 100's of work hours annually.
- Provided SEO, content creation, page modifications, and all social media presence for 140+ company sites.
- Saved NMS over 2x salary by bringing photography, web & print design, and marketing in house.

American Elements [Los Angeles, CA]

**WEB MASTER/WEB CONTENT
EDITOR**

10/2010 – 12/2012

- Served as highly successful company spokesperson generating positive media relations. Prepared media so CEO was identified as an industry expert and garnered coverage in business/industry publications including The Wall Street Journal, The New York Times, Nova, and Good Morning America. Established, organized and maintained 200+ social profiles including Facebook, foursquare, Google+, Google Business Listings, Pinterest, Twitter, and YouTube accounts.
- Grew a library of over 15,000 catalog pages from a PR5 to a PR7 by crafting an SEO strategy around unique keywords, link building with targeted partners, original advertising, and a social media presence of 31k+ Twitter followers.
- Organized the expansion of the web department of American Elements from 1 - 6 employees and 2 interns. Oversaw department development, hiring, and training.

Trailridge Pet Hospital [Shawnee, KS]

**MANAGER OF HOSPITAL
OPERATIONS**

10/2006 – 09/2010

- Overhauled hospital structure by establishing new recruiting, training, scheduling, performance reviews, and payroll systems, which led to a higher employee retention rate and cut the new hire process time in half.
- Led a diverse, cross-functional team in the fulfillment of company productivity, quality and bottom-line objectives, while also being the point of contact for clients during sensitive times with their pets.
- Prepared P&L statements by reviewing lifetime budget, accounts receivables, pricing and inventory, and operating costs which led to the successful sale of the company to new owners for a profit.
- Managed Website content and developed and maintained online marketing presence including blogger, social media profiles and reputation management. Created monthly email newsletters with original content and design.

EDUCATION AND CERTIFICATIONS

Northwest Missouri State University [Maryville, MO]

**BACHELOR OF SCIENCE,
PSYCHOLOGY** 1999 - 2003

Graduated with a 3.7 GPA while also completing master's coursework

Johnson County Community College [Overland Park, KS]

**HTML, CSS, AND DREAMWEAVER
CERTIFICATIONS** 2008 - 2009

Completed all courses with certifications for mastery.

Webster University [Webster Groves, MO]

**BUSINESS, INVENTORY, AND
OSHA CERTIFICATIONS** 2009

Completed all courses with tuition awarded by Pfizer, Inc. for outstanding work with Trailridge Pet Hospital.

PERSONAL ACTIVITIES

I am a back country camper, explorer, and hiker with a chicken wing obsession. I am also very passionate about music and I channel that passion into a discovery blog site called Random Music Delight which produces a new playlist every month to feature new artists and songs.