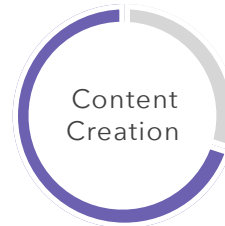


# ROCHELLE HINDS

## SOCIAL MEDIA MARKETER



### SKILLS



Over a decade of web and digital experience, a deep understanding of social media marketing, and an almost unhealthy fondness for KPI development and analytic reviews.

### WORK EXPERIENCE

#### 2015 - present. OneUnited Bank. **Social Media Marketing Manager**

Advise bank on social media marketing best practices and point direction for future growth in that area.

Direct social and digital media strategy for the bank and its secured card product.

Create and execute social media content calendars for core social channels (Facebook, Twitter, LinkedIn).

Manage day-to-day social conversations across multiple social channels.

Evaluate and analyze social and digital marketing performance.

Report on established KPIs and use analysis to inform social strategy moving forward.

Currently in project to better integrate social media and the company website to improve marketing reach.

#### 2013 - 2015. Kel & Partners. **Director of Social Media**

Created and executed social strategy for multiple clients.

Advised on future growth for social media strategy.

Analyzed data relating to current social media campaigns and suggested future growth opportunities.



### PROFILE

Social Media Marketing Maven by day, video game evangelist and technology buff by night.



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Ask me about my podcast. No, really, ask me...I'd love to tell you about it.

## WORK EXPERIENCE (CONT.)

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Created marketing content (copy, graphics, and video), optimized for client social channels.  
Recruited and mentored graphic design interns.  
Ensured proper execution of all developed social strategies among those in the department reporting to me.

### 2006 - Present. ElectricSistaHood. **Owner & Founder**

Co-host of a weekly audio podcast, now approaching 500 episodes, on the subject of video games, tech gadgets and pop culture, attracting thousands of listeners to each episode.

Act as on-air talent, driving the discussion on the show. Designer and administrator for a network of websites and related podcasts, including B3Crew.com, IssuesProgram.com, and NerdCrave.com, as well as maintaining the ESH brand through social media marketing on Facebook, Twitter, Instagram and YouTube.

Responsibilities include on-air performing, feature article writing and editing, website design and maintenance, performing audio and video interviews, booking and coordinating event and trade show coverage across multiple media platforms.

Additional duties include live blogging, podcast promotion, and public relations follow-up.

## EDUCATION

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### 1997 - 1998. Brown University.

Education Major

### 1992 - 1997. St. Mary's Jr/Sr Regional High School

Graduated with honors, 1997.

## REFERENCES

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### Stephanie Tinsley Fitzwilliam

Founder, Tinsley PR - [stephanie@tinsley-pr.com](mailto:stephanie@tinsley-pr.com)

### Ginny Pitcher

President, Social Media, Kel & Partners - [ginny@kelandpartners.com](mailto:ginny@kelandpartners.com)

### Kimberly Boynton

Sr. Director of Marketing, Pizzeria UNO - [boynton@unos.com](mailto:boynton@unos.com)

Additional references and work history available upon request.