

Charlotte Jones

Content Implementation Engineer

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SUMMARY

A results-driven content implementation professional with a passion for creating high-quality, impactful content. I have extensive experience in the development and implementation of content across various platforms and channels, including websites, social media, email marketing, and print materials. My strong project management skills, attention to detail, and ability to work in a fast-paced environment allow me to deliver projects on time and within budget. With a creative eye and a deep understanding of content strategy, I am confident in my ability to create and implement content that resonates with target audiences and drives business goals. I am eager to bring my skills and experience to a new challenge and continue to drive success in a content implementation role.

SKILLS

- Customer Service
- Client Facing Platform Training
- HTML, CSS, Java Script, API, React.js
- Jira, FieldPoint, Visual Studio Code
- Bootstrap, Git, NPM
- Technical Escalations to IT/NOC
- Process Documentation
- Vendor Relations and Promos
- Critical Content Deployments
- Attention to Detail
- Internal Cross Training
- Digital Media CMS

EXPERIENCE

Creative Realities | Sr. Implementation Specialist

Atlanta, GA | Sept 2022 – Current

- Primary point of contact for Amusement Park Company, Six Flags, deploying and scheduling over 300 screens, executing weekly promotional and LTO content
- Onboard team members on CMS and process for multiple clients, including stadiums, arenas, convenience store, and theaters
- Troubleshoot multiple issues related to content playback and escalate to appropriate departments over 100 screens daily
- Make edits to digital content with design templates using HTML/CSS for 200 screens, kiosks, and Drive-Thru Import, organize and traffic client, maintain excellent client interactions related to expectations and escalations
- Collaborated with departmental leaders to establish organizational goals, strategic plans, and objectives

Creative Realities | Implementation Specialist

Atlanta, GA | Aug 2020 – Sept 2022

- Primary implementations point of contact for QSR chain, Freddy's, deploying, and scheduling over 200 screens, executing monthly promotional and LTO ops calendar
- Revised and scheduled content for movie poster clients, updating over 120 screens
Scheduled content on over 250 screens across multiple sports venue clients (stadiums & arenas across NFL, NBA, MLB, NHL, as well as minor league and collegiate)

Rent. | *Client Account Manager*

Atlanta, GA | **Mar 2019 – Feb 2020**

- Successfully managed over 500+ accounts
- Spearheaded the development of new promotional materials for Inside Sales Department
- Market research for current trends in multi-family industry
- Conducted regular account reviews and provided updates to clients on product and service offerings
- Collaborated with cross-functional teams to develop and implement account strategies

Greystar | *Leasing Professional*

Atlanta, GA | **Jan 2018 – Mar 2019**

- Logistical management and execution of year-round events for over 300 residents
- Developed company branding materials and policies for immediate implementation office-wide
- Conducted background checks, verified employment, and processed rental applications
- Negotiated lease terms and managed tenant relations
- Maintained accurate records of all rental properties and rent collections

EDUCATION & CERTIFICATIONS

Master of Arts – Public Relations | Full Sail University | Winter Park, FL

Bachelor of Science – Journalism Mass Communication | NC A&T State University | Greensboro, NC

SheCodes Bootcamp	Intro to Coding	Feb 2022
	Front End Development	Aug 2022
	Responsive Web Development	Oct 2022
	React Development	Jan 2023