

MONA VAUGHN

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PROFILE

(In 140 characters) I hold a keen interest in communicating across continents, paper, a table, the web; and exploring the best methods in which to do so.

EXPERIENCE

Cofounder, Neoporter

Oklahoma City, OK, October 2012 - present

Neoporter is a web based startup that I've bootstrapped along with two fellow cofounders. I've helped to build this brand from scratch; developing the brand and overall vision, creating flowcharts and overseeing web development / automation, organizing focus groups, creating marketing and sales materials, growing revenue, and more.

Community Manager and Strategy Lead, JESS3

Oklahoma City, OK, December 2011 - May 2013

JESS3 is a creative interactive agency headquartered in Washington, DC and Los Angeles. I've worked with top-tier clients including Facebook, Nike, Google and more. In addition to managing social media channels for JESS3 and clients like NIKEiD, I worked with the strategy team on interactive projects.

Creative Services Director, The Sacramento Press

Sacramento, CA, September 2007-September, 2011

The Sacramento Press is an online, hyper-local newspaper and citizen journalism publication. I began there as an intern and was promoted three times. I've headed the initiative to build an in-house digital agency; managing a team of six to build online communities for a diverse set of both local and large businesses while personally developing each campaign from concept to execution. I work closely with each client to present strategy and maintain growth and satisfaction in the realms of social media, online advertising campaigns, and website development.

EDUCATION

University of Oklahoma, Oklahoma — B.A. in Modern Languages, 2007

SKILLS

maintaining client relations; writing and presenting proposals; content management software; social media marketing strategy and implementation; community building: content curation including copy, photography, and video; maintaining and presenting regular reporting; creating and leading workshops; social media training and consulting; training and managing staff; blogging; online advertising; working with other departments to develop and integrate campaigns

ORGANIZING

JESS3 marketing street teams for SXSW

Social Media in Journalism Workshop Series for The Sacramento Press

Employee Social Media Training Workshop series; created and implemented for local, small businesses

PRESENTING

Neighborhood Summit 2010: Using Social Media to Report to Your Community

Association of Fundraising Professionals: The Future of Fundraising and Social Media (2011)

Social Media Club Sacramento panelist