**MIRANDA WILSON**

14900 N Pennsylvania Avenue, Apt. 532 – Oklahoma City, OK 73134

405 306 9930 – miranda.wilson@att.net

**DIGITAL COMMUNICATIONS PROFESSIONAL**

Social Media – Website Development – Content Management

Professional Writing – AP Style – Graphic Design – Brand Management

Video Production – Photography

**YMCA** **OF GREATER OKLAHOMA CITY**, Association Office **April 2011-Current**

The YMCA is a worldwide movement of more than 45 million members from 124 national federations made up of more than 2,700 U.S. organizations in the association. The YMCA of Greater Oklahoma City is an association that includes 12 metro locations serving 151,000 people each year with an annual budget of $20 million.

**Associate Director of Communications**

Under direction of Vice President of Communications, responsible for developing, implementing and

maintaining content services that support the Y’s overall communications strategy across all media

channels including Web, social media, mobile and newsletters. Create, implement and evaluate social

media opportunities and encourage adoption of digital engagement techniques into all relevant

Association services. Drive digital analytics. Provide project management oversight for summer

programs guidebook. Develop content and layout for employee and CEO newsletters. Serve as a   
 manager of vendor relationships. Design various marketing pieces.

* Oversaw development and launch of rebranded website. Recognized by International Association of Business Communicators with Bronze Quill Award of Merit.
* Led launch of social media channels including Facebook, Twitter and Youtube. Voted Best Company Facebook Page in *The Oklahoman’s* 2012 Reader’s Choice Awards.

* Worked with digital firm to design and implement new mobile site enhancing member usability and engagement with the Y.
* Worked with digital firm to acquire and utilize $10,000 per month Google Grants account for digital marketing.

**Training and Development**

* South By Southwest Interactive, Austin, TX; 2011, 2012

Attended key learning sessions presented by Google, Facebook, Twitter, Bing and more. Learned new trends in social media, videography, online fundraising and website development.

* Team Leader Training

Completed training courses on volunteer management, team leadership, and budget management. Visited the National YMCA office in Chicago, IL.

**EXPRESS EMPLOYMENT PROFESSIONALS**, International Headquarters **June 2006-March 2011**

Express Employment Professionals, headquartered in Oklahoma City, is a privately held company providing staffing and human resource services to small and medium sized businesses. Founded in 1983, Express has grown to more than 580 offices across the United States, Canada, and South Africa, helping place over 300,000 individuals in jobs and acquiring over $2 billion in sales.

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**Communications/Marketing Coordinator**

Responsible for external marketing and communications for Express franchises. Managed Facebook, Twitter and LinkedIn social media accounts. Wrote for and managed the Movin’ On Up blog targeted at Job Seekers across the country. Trained and coached new Express franchisees on media relations. Conducted new franchisee spotlight articles/audio recordings as part of New Franchisee Orientation. Served as the liaison for the Express Sales team.

* Increased subscription to monthly franchise newsletter and open rates by 25%.
* Assisted with special events SALES Summit and ILC, with an average attendance rate of 1,200. Served as Learning Session Coordinator, working with franchisees on their presentations.
* Manager of franchising website, expressfranchising.com, attending monthly meetings with the host company to monitor analytics.
* Launched and managed new newsletter for franchising team.
* Movin’ on Up blog job seeker blog featured by guide to online schools as one of top 50 job seeker blogs
* Franchisee feature articles published in Staff Digest and Canadian Business Franchise magazines.
* 2010 Best of Show PRSA OKC Uppercase Award Winner for Express’ Refresh Leadership blog.

**EDUCATION**

**MBA, Organization and Leadership Development  
Oklahoma Christian University December 2008**

**BA in Journalism, Summa Cum Laude**

**Minor in Communications, University of Central Oklahoma May 2006**

**HONORS AND AWARDS**

* Guest speaker at American Marketing Association meeting about marketing video production; April 2013
* Association of YMCA Professionals (AYP) Board Member, Communication Chair
* Leadership Oklahoma City LOYAL Class VIII
* Guest speaker at IABC meeting about how to create marketing videos with limited resources
* Summa Cum Laude Graduate, UCO

**PROFESSIONAL ORGANIZATIONS**

* Leadership Oklahoma City Alumni
* Oklahoma City Public Relations Society of America (PRSA); 2006-Present
* Oklahoma City Public Relations Society of America, Membership Co-chair, 2013-Present
* Oklahoma City Public Relations Society of America, PR 360 Chair; 2011-2013
* Wish Granter for OKC Make-A-Wish Foundation; 2008-Present
* Edmond Young Professionals; 2011-2012
* Founding member for Girl Scouts of Western Oklahoma’s Young Professionals Committee, GS Cornerstone; 2011-2012