

# REBEKAH O. LITTLE

Detail-oriented, charismatic Public Relations Representative with over a year of proven experience in digital media and social media marketing. Innovative with a passion for brand development and event design. Highly familiar with social networking, CRO, SEO, and major marketing channels. Skilled in collaboration and eager to learn and share marketing insights.

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## PROFESSIONAL EXPERIENCE

### PUBLIC RELATIONS ASSISTANT

Bakers Press, West Palm Beach, FL  
June 2020- Present

- ◆ Develops and executes social media strategy through competitor research, platform selection, benchmarking, messaging determination, and audience identification
- ◆ Builds, edits, publishes, and shares original content
- ◆ Continuously captures and analyzes social metrics, insights, and best practices to optimize company pages
- ◆ Moderates user-generated content according to each community's moderation policies
- ◆ Creates syndication schedules and editorial calendars

### DIGITAL MARKETING INTERN

Ace Communications Resources,  
West Palm Beach, FL  
October 2019-May 2020

- ◆ Wrote company blogs based on research of current industry news and trends
- ◆ Re-optimized and uploaded existing content for SEO
- ◆ Collaborated with various teams for company and client content creation
- ◆ Assisted with creation of company's marketing collateral
- ◆ Assisted Content Strategist with creating an editorial calendar

## EDUCATION

### Bachelor of Arts in Public Relations

Palm Beach Atlantic University,  
West Palm Beach, FL  
August 2016 - May 2020

## KEY SKILLS

- Digital media and social analytics tools
- Social media marketing, graphic design, and web development
- Team player
- Excellent writing, oral communication, and presentation skills
- Strong organizational and multitasking ability