

Genevieve Erickson

marketing and social media specialist

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Strengths

- ♦ Strong communication skills — both written and oral
- ♦ Strong multi-tasking skills and ability to work independently
- ♦ Proficient at managing corporate PR and social media accounts
- ♦ Creative, proactive and detail-oriented
- ♦ Quick learner and able to master new technology and programs easily
- ♦ Skilled graphic designer — both print and digital
- ♦ Experience with local government, large corporations, small businesses and higher education institutions

Skills

- ♦ Proficient with social media platforms and software in a corporate capacity
- ♦ Experience with Google Adwords and social media advertising
- ♦ Expert in Adobe Illustrator, InDesign and Photoshop
- ♦ Experience with Adobe Premiere Pro and Audition
- ♦ Intermediate knowledge of HTML and basic knowledge of CSS
- ♦ Proficient with Content Management Systems (CMS) and email management systems (including Mailchimp)
- ♦ Basic knowledge of SEO
- ♦ Proficient with Microsoft Office

Education

- ♦ Bachelor of Arts in English.
BYU — Idaho. 2007.
Major: English, Professional Writing
Minor: Communications, Advertising.
- ♦ BFA Graphic Design.
Utah Valley University.
Currently in progress.

Work Experience

Communications Specialist at College of Aviation and Public Services, Utah Valley University in Orem, Utah. Sept 2015 – present.

- ♦ Trained and advised departments on social media, digital media and marketing strategies.
- ♦ Created and managed marketing budget for college; worked closely with departments to advise on departmental marketing budgets.
- ♦ Managed social media networks for multiple departments: Facebook, Twitter and Instagram.
- ♦ Created and maintained content calendars for social media accounts.
- ♦ Planned, coordinated and wrote blog posts for aviation department blog.
- ♦ Managed, created and implemented social media paid advertising campaigns.
- ♦ Planned, researched and wrote press releases; coordinated with director of PR to send releases to the media.
- ♦ Wrote and edited marketing materials such as brochures, emails, flyers and website copy.
- ♦ Designed promotional materials for college and departments/programs.

Freelance Work. Sept 2013 – present.

- ♦ Developed annual multi-channel marketing and SEO/social media plans for clients.
- ♦ Consulted with clients on social media and PR strategies.
- ♦ Collaborated regularly with clients on collateral design and copy to ensure that clients would be satisfied with the finished projects.
- ♦ Wrote marketing collateral for brochures, posters, print and digital ads.
- ♦ Designed marketing collateral for various clients.

Marketing Communications & PR Specialist, Close To My Heart in Pleasant Grove, Utah. Nov 2013 – Sept 2015.

- ♦ Coordinated external company outreach to increase visibility within industry.
- ♦ Created and managed email marketing campaigns for corporate events and announcements.
- ♦ Authored social media strategy plan for cross-platform promotion.
- ♦ Supervised and created content for social media: Facebook, Twitter, Pinterest and Instagram.
- ♦ Devised and implemented frequent promotional contests for social media accounts.
- ♦ Wrote and edited marketing materials such as catalogs, packaging, emails and flyers.

Marketing & Digital Media Specialist at Heber Valley Tourism & Economic Development in Heber City, Utah. Feb 2011 – Oct 2013.

- ♦ Consulted with local businesses about their social media to improve their visibility and strategy (including St Regis Deer Valley, Park City).
- ♦ Managed social media networks (with separate accounts for tourism and economic development): Facebook, Twitter and Instagram.
- ♦ Launched Heber Valley tourism blog; planned and wrote weekly blog posts.
- ♦ Wrote promotional tourism and business materials.
- ♦ Created and managed email marketing campaigns (including multiple monthly newsletters).
- ♦ Wrote, edited and maintained websites for tourism, economic development and chamber.

Graphic Designer/Office Manager at Utah Valley Records Management in Orem, Utah. May 2009 – November 2010.

- ♦ Wrote content and designed marketing materials (postcards, flyers, business cards).
- ♦ Created and maintained company's Facebook and Twitter accounts.