# **PROFESSIONAL EXPERIENCE, CONTINUED**

**Social Media Graduate Assistant | Ferris State University, Division Student Life | Big Rapids, MI. 1/2017 to 2/2018** Served as a social media graduate assistant. Here, I came into a new role as a social media and Community Manager, Content Creator and Lead Marketing Strategists in a brand-new position. The primary focus was to stand for Ferris State University and create a unified brand for The Division of Student Life, that included the twelve internal departments.

* Created an all-inclusive brand called Ferris Life. Utilized social media with the creation of Instagram page @FerrisLife. Proven success by gaining 5k IG followers in 6 months on a zero-dollar budget.
* Build a brand strategy that fueled student engagement and increased on-campus participation by 17%.
* Managed online community through social listen, benchmarking, and the creative aspects of posting media, adding to IG Stories, creating animated post, stickers, videos, GIPHY | GIF, Social Polls, Events, Hashtags, tracked and responded to mentions, check-ins, tags, direct messages.
* Posted, engaged, listened, and responded to an online community, delivering an increased CR by 550% and an averaging 1800 profile visits a week. Created and added Facebook Pixel Code for Standard Events.

***Additional Work Experience***

🍸🍾 General Manager at City Lites Bar & Grill, in White Cloud, MI 49307 5/2004 - 4/2012

Project Manager for Northern Lites Softball Complex 3/2005 - 9/2014

# **PROFESSIONAL SKILLS | PROGRAM EFFICIENCY**

**\*\*CRM & Marketing Automation: \*\***

HubSpot, Salesforce, Drip-scripts, MailChimp, Constant Contact, other

**\*\*Project Management & Collaboration: \*\***

Monday, Microsoft Teams, Whiteboard, Team Workflow, Virtual

**\*\*Communication & Survey Tools: \*\***

Zoom/Skype, Survey Monkey, Chat Bots, Form, Cookies, Privacy's, Slack, Teams

**\*\*Additional Technical Skills: \*\***

Websites Building, WordPress, SEO SERP, Domain Authority, Copywriting, Ad Creation, Photography, Microsoft Office, OneDrive, LMS Software, IFTTT, Zapper, IoT, Cloud, Systems Design, Tech Stack

**\*\* Video Editing | Technology Skills: \*\***

Storytelling | Narrative Construction, crafting a compelling story that engages the audience. Ability to write strong scripts Scripts. Understanding Trends | social media Savvy, Familiarity with formats and styles popular on platforms like Instagram, TikTok, YouTube, Snapchat etc. Staying updated with the latest trends techniques and styles.