

Teisha mcrae

writer • social media storyteller • online community builder

EDUCATION

BACHELOR OF ARTS IN ENGLISH, COMMUNICATION STUDIES
THE UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL
CHAPEL HILL, NC
2011 - 2015



919.610.2870



mcraeteisha@gmail.com



teishamcrae

SKILLS

MICROSOFT OFFICE SUITE
ADOBE PHOTOSHOP & PREMIERE
HTML/CSS
WORDPRESS & BLOGGER
GOOGLE ANALYTICS

WORK EXPERIENCE

AUG. 2016 - PRESENT • SOCIAL MEDIA & MARKETING COORDINATOR
MCMILLAN DESIGN/IDS ARCHITECTURE, PA | WAKE FOREST, NC

- Increase brand awareness and boost company sales by working with the team on all areas of marketing, branding, and company organization.
- Strategically create, curate, and distribute content across social media platforms.

- Created company websites and update them regularly; draft proposals and client contracts; design and coordinate promotional materials—business cards, advertisements, social graphics, etc.

MARCH 2017 - PRESENT • SOCIAL MEDIA COORDINATOR

ALWAYS, IT'S SPRING | REMOTE | FREELANCE

- Plan and write social media posts for Always, It's Spring, a floral design company in Durham, NC

MARCH 2016 - JUNE 2016 • SOCIAL MEDIA & COMMUNITY INTERN

QUIET REVOLUTION, LLC | REMOTE

- Curated content and drafted social copy for posts to be published across all of QR's social platforms.
- Researched and developed strategies to grow QR's online community; gathered and analyzed data for social media reports.

SEPT. 2011 – MAY 2015 • OFFICE ASSISTANT

CAROLINA UNION COMMUNICATIONS & CREATIVE SERVICES | CHAPEL HILL, NC

- Improved office workflow by completing administrative duties such as data entry, invoicing, emailing, and fulfilling errands.
- Welcomed and provided service to client by scheduling appointments, informing them of department services, and resolving any problems or questions they had.