

Tucker James Mayo

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AREAS OF EXPERTISE

- Web-based Marketing
- Content Writing
- Competitive Analysis
- Social Media
- Blogging

WORK EXPERIENCE

Social Media Associate

5.2013 - PRESENT

AJWS New York, NY

Maintain social media accounts for platforms such as Facebook, Twitter, Instagram and Pinterest.

Support dissemination of content (creating, drafting, formatting or editing content for each platform).

Compile weekly reports using analytics and insights to adjust strategy across various social media networks.

Web Content Manager

10.2012 - 4.2013

G.W. Williams Co San Mateo, CA

Edit and proofread both written and video-based documents for print and web programs.

Check facts, illustrations, captions, links, and raise queries.

Apply formatting specs/design style across both print and web platforms.

Enter data, ensure data integrity, and update content in company-built CMS.

Content Specialist

3.2007 - 10.2012

Guba LLC San Francisco, CA

Write and produce daily blog; assisted marketing with promoting company's website.

Create clear and compelling meta descriptions for daily updated content.

Optimize titles, input and/or modified alt-tags, SEO using top keywords, URL and other web-search features. Enter data and create web pages.

Media Encoder

2.2006 - 3.2007

Cubik Media Inc. San Francisco, CA

Managed all daily operational encoding of digital media content.

Responsible for datacasting and pre-audit incoming movie audio/video physical tape assets.

Daily communication and status updates regarding re-ordering of non-approved assets.

OTHER QUALIFICATIONS

Always friendly, team-oriented, humorous, extremely hard working and dedicated. Advanced ability to conduct Internet research and create sophisticated online content. Ability to soak up new information both quickly and efficiently. Exceptional familiarity with Social Media trends.