Quincee Tellis

**347.306.0360 |** [**quinceetellis@gmail.com**](mailto:quinceetellis@gmail.com) | <https://www.linkedin.com/in/quinceetellis/>

Skills & Qualifications

**Areas of Expertise:** Market Research • Project Management • Idea Generation • Documentary Experience • Social Media Marketing (Instagram, Facebook, Twitter) • Production & Event Management • Advertising Campaigns • Optimizing Campaigns • Digital Advertising • Report Analysis • Media Planning • RFP • RMS • Competitive Analysis • Process Optimization • Post Campaign Analysis

**Technical Skills:** Canva • Adobe Photoshop • Adobe Premiere Pro • Audio/Video & Broadcasting Technologies • Hootsuite • Wix • WordPress • Outlook • Microsoft Office • Internet Research • Airtable • Asana • Bedrock • Salesforce • Buffer • Sprout Social • Later • Mailchimp • Constant Contact • Campaign Monitor • Marketo • Pardot • HubSpot • Microsoft Dynamics • Google Analytics • Tableau • Drupal • Joomla • Basecamp • Trello • iMovie • SEMRush • Ahrefs • SERPStat/Watcher • Facebook/Twitter/Instagram/Google/Bing Ads • Poppulo • Dreamweaver

**Interpersonal:** Cross-Collaboration • Conflict Resolution • Team Leadership

# Experience

### *Freelance Marketing Coordinator* Mar 2020 - Present

### Fiverr Clients, Remote

*Managed multiple social media accounts, influencer partnerships, SEO and organic strategies to increase brand awareness*

* Developed and implemented search engine optimization (SEO) strategies, resulting in a 10% increase in organic traffic
* Created and managed influencer partnerships, resulting in a 15% increase in brand awareness

### Developed and implemented content calendar for social media platforms, resulting in a consistent posting schedule and increased followers

### *ESPN Live Ad Specialist* Oct 2019 - Mar 2020

### Delaware State University, Dover, DE

### *Trained in different forms of broadcasting to successfully live stream and ads at university games and events*

### Updated creation and execution of live ad campaigns and podcasts for ESPN, resulting in a 35% increase in ad engagement

### Delegated cross-functional teams to facilitate that live ad campaigns aligned with ESPN and university goals and objectives

### Composed and accelerated paid social media ad campaigns using Google Ads, Facebook Ads, Instagram Ads and Twitter Ads, resulting in a 28% increase in website traffic

### *Digital Media Intern* Apr 2019 - Oct 2019

### Dreamworth PR, Remote

### *Assisted clients with advertising and public relations strategies for their company platform*

### Overhauled creation and execution of social media marketing campaigns for clients, resulting in a 15% increase in engagement

### Maintained development and design of website content and graphics, resulting in a 25% increase in website traffic

### Sparked and amplified email marketing campaigns, resulting in a 10% increase in open rates and a 5% increase in conversions

### *Social Media Manager* Oct 2018 - May 2019

### Delaware State University, Dover, DE

### *Developed initiatives and increased engagement of participation between faculty and students*

### Authorized and oriented a social media strategy that increased library engagement by 20% utilizing Hootsuite, WordPress, and Social Sprout

### Storyboarded and tracked social media campaigns to promote library events and resources, resulting in a 15% increase in attendance

### Collaborated with cross-functional teams to align social media efforts with library goals and objectives using Asana, Bedrock and Airtable

### *Digital Media Intern* Sep 2015 - Jun 2016

### Urban Word NYC, New York, NY

### *Improved social media and website content to increase targeted audience engagement.*

### Nurtured cross-functional teams in the development and execution of NYC Urban Word's press announcements utilizing Buffer

### Delivered updates and maintained NYC Urban Word's media and contact lists using HubSpot and Salesforce

### Strengthened the centralized planning, coordination, and execution of internal and external events using Asana and Airtable, including post-event analysis and reporting to measure success and make data-driven decisions

# Leadership Experience

### *President of PRSSA* Jan 2018 - Jan 2021

### PRSSA DSU Chapter, Dover, DE

### *Fortified the organization’s mission statement through piloted methods successfully supporting community members*

* Consolidated a budget and successfully allocated funds to various events and initiatives, resulting in cost-effective and successful outcomes
* Successfully grew the organization from 10 to 15 active members through implementing new recruitment and retention strategies
* Accelerated and directed a comprehensive public relations plan that increased the organization's visibility and reputation on campus, resulting in a 20% increase in sponsorships and partnerships

### *Vice President of PRSSA* Jan 2017 - Jan 2018

### PRSSA DSU Chapter, Dover, DE

### *Articulated growth for the organization through organic and paid methods campaigns*

* Overhauled a budget and successfully allocated funds to various events and initiatives, resulting in cost-effective and successful outcomes
* Coordinated and planned multiple successful public relations campaigns for various campus organizations, resulting in increased visibility and positive media coverage
* Ignited new training programs for members, resulting in a significant improvement in members' PR skills and knowledge

# Education

### Delaware State University, Dover, DE *- Bachelor of Arts in Mass Communications*