

Garret Reed

Office Administrator and Marketing Assistant

North Kingstown, RI 02852

garretreed6_hke@indeedemail.com

401-699-5836

Willing to relocate: Anywhere

Authorized to work in the US for any employer

Work Experience

Associate Marketing Specialist

TUV Rheinland of North America - Littleton, MA

September 2017 to Present

- Project management
- Marketing Campaign Planning and Execution
- Social Media
- SEO
- Email Marketing
- Content Creation
- Whitepapers, blogs, press releases
- Design
- Advertising designs, infographics,
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Office Administrator and Marketing Assistant

Pantaenius Yacht Insurance - Newport, RI

June 2017 to Present

Manage day-to-day office operations.

Help plan, attend, and execute events.

Conduct face-to-face marketing with potential clients.

Assist with telephone marketing and claims follow-ups with potential and existing clients.

Valet / Bellman

The Hotel Viking Newport

August 2015 to Present

- Duties include greeting guests upon arrival and addressing them with exceptional interpersonal skills and customer service.
- Assisting guests with their luggage as they check into the hotel room.
- Responsible for organized parking of guests' vehicles and the overall well being of those vehicles.
- Perform general maintenance and upkeep of the hotel.
- Constant monitoring of hotel driveway to maintain systematic and effective vehicle parking.

Marketing Intern

Southern Rhode Island Volunteers - Charlestown, RI

January 2017 to May 2017

- Use social media and traditional forms of media (i.e. print and email) to influence donor, community partner and volunteer behavior in SRIV's primary areas of service: Block Island, Charlestown, Exeter, Hopkinton, Narragansett, North Kingstown, Richmond, South Kingstown, Westerly and in the communities of Jamestown, East and West Greenwich, Rhode Island.
- Coordinate SRIV branding with Executive Director, key staff and the Marketing Committee to assure a consistent in look and message across all media platforms.
- Work with RSVP & Programs Director to create content for social media accounts – primarily Facebook, Twitter and LinkedIn.
- Use Content Management System to schedule and manage posts.
- Create content pieces related to volunteerism, community service and SRIV's four main programs:
 - o Aging & Independent Living
 - o Retired Senior Volunteer Program (RSVP)
 - o Disaster Preparedness, Relief and Response
 - o Community Volunteering
- Help monitor and track analytics of website and social media traffic using Google Analytics. Report findings on a weekly basis.
- Review and advise if YouTube presence is viable.
- Identify opportunities with suitable media outlets to promote SRIV's work and report why they would be a good fit for SRIV.
 - o Newspapers, guest blogging, online news sources, radio and television
- Monitor and analyze online conversations, report findings to Executive Director/Staff/Board as requested.
- Write a monthly story to be posted on SRIV's website and social media accounts.
- Use editorial calendar to plan out content marketing pieces.
- Assist in maintaining SRIV's website.
- Assist in updating and maintaining SRIV's email and postal mail distribution lists.
- Attend staff meetings, Marketing Committee meetings and others as requested by Executive Director to stay updated on SRIV events and activities
- Substantially contribute and assist with the strategic direction of SRIV's mission
- Attend all SRIV events, recognition, media and fundraisings as requested by Executive Director (a minimum 3 events annually)
- Perform duties as requested by the Executive Director
- Reports to the Executive Director

Assistant Manager

Olympia Sports

August 2013 to March 2016

- Responsible for opening the store and taking inventory of merchandise.
- Supervised and evaluated sales associates, organized and administered important daily tasks, and maintained the execution of said tasks.
- Resolved many customer issues and complaints with professional customer service skills.
- Calculated and balanced the daily cash profits and responsible for depositing cash into local bank at the end of each day.
- Executed proper lock up of the store at closing and responsible for the safekeeping of in-store merchandise.

Valet / Bellman

Vanderbilt Grace Hotel - Newport, RI
March 2015 to August 2015

- Duties include greeting guests upon arrival and addressing them with exceptional interpersonal skills and customer service.
- Assisting guests with their luggage as they check into the hotel room.
- Responsible for organized parking of guests' vehicles and the overall well being of those vehicles.
- Perform general maintenance and upkeep of the hotel.
- Constant monitoring of hotel driveway to maintain systematic and effective vehicle parking.

Education

Bachelor's in Communication Studies

University of Rhode Island - Current GPA: 3.6 - Wakefield, RI
September 2013 to May 2017

Minor in Business Administration

University of Rhode Island - Wakefield, RI
May 2017

Additional Information

SKILLS

- Proficient in use of Microsoft Word, PowerPoint, and Excel
- Proficient in the use of ProTools Audio Mixing Software
- Proficient in the use of Social Media
- Proficient in the use of Google Analytics