

Sam DeKlyen

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PROFESSIONAL SUMMARY

Social media-driven professional committed to applying great brand promotion skills in a fast-paced environment. A determined individual ready to handle all types of duties as part of a great team.

WORK HISTORY

CFG Construction Fabrics & Grids. Indianapolis, Indiana
Social Media And Website Manager-Freelance | 03/2018 - Current

- Created the CFG Construction Fabrics & Grids social media pages on Facebook and LinkedIn
- Manage the CFG website, including copywriting, proofreading, new product updates, and re-design of the site to promote sales
- Collaborate with the owner of the company to keep the site up-to-date
- Photograph jobs using CFG products and take photos of products sold by CFG for website and social media

Gradex, Inc. Carmel, Indiana
Social Media Manager-Freelance | 09/2017 - 09/2018

- Created social media pages for the largest excavation company in Indiana on multiple platforms
- Visited job sites and took pictures of equipment and workers
- Collaborated with multiple higher ups at the company to curate posts on Facebook and LinkedIn
- Created a Team Member Thursday campaign to highlight workers outside of work and to feature employees from different parts of the company

Caldwell VanRiper Inc.. Indianapolis, Indiana
Intern | 05/2015 - 08/2015

- Designed and executed marketing campaign of CVRIndy.com for re-launch.
- Wrote and maintained monthly social media calendar for IUPUI Kelly School of Business.
- Researched and presented material utilized for multi-million dollar marketing campaigns of Bryant Heating and Cooling and IUPUI Kelly School of Business.
- Assisted in creating digital presentations including the editing of photos and videos for client presentation for CVR executives.
- Represented CVR at large client events.
- Part of CVR PR Team who developed key messaging, branding and positioning statements

SKILLS

- Verbal and written communication skills
- Proficient in Final Cut Pro X
- Longform and feature writing
- Experience in front and behind camera experience including DSLR
- AP, MLA and Chicago Manuals of Style
- Experience with Adobe InDesign, Photoshop, Premiere, Illustrator
- Strong shooting and editing video skills

EDUCATION

Butler University
Indianapolis, IN
2016

Bachelor of Arts: Journalism