

STOREY SHELDON

EMAIL

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PHONE

+1 (972) 571-0930

LINKEDIN

linkedin.com/in/storeysheldon

WORK EXPERIENCE

SEPT 2016 -
CURRENT

**Star Rapid / Global Marketing Communications
Coordinator / Hong Kong**

- Maintain website content and design following SEO best practices with 10K+ users/month
- Design and build custom prospecting and nurturing email campaigns for database of 20K+
- Develop and manage paid and organic social media to drive awareness and leads

MARCH 2019 -
CURRENT

Bun Cha Cafe / Social Media Consultant / Hong Kong

- Plan and execute organic social media strategy resulting in 50% increase of followers

FEB - JUN
2016

Négrel Antiques / Social Media Consultant / Austin, TX

- Established content strategy and maintained social media accounts to boost awareness

JUNE - AUG
2015

Razorfish / Associate Account Planner / New York, NY

- Consolidated analytical and qualitative insights to support creative strategy development

EDUCATION

SEP 2012 -
MAY 2016

The University of Texas at Austin

B.S. with Honors in Advertising, Business Minor

SEPT -
DEC 2015

Universidad Pablo de Olavide

CIEE International Business and Culture; Seville, Spain

JUN -
AUG 2014

Bogazici University

UT Affiliate Study Abroad Program; Istanbul, Turkey

SKILLS

WordPress
Constant Contact
Social Media Platforms

InDesign
Google Analytics
Microsoft Office Suite

SEO
Pardot