

TERAH E. EDUN

Owner of Vision Social Consulting • Bryn Mawr College Bachelors in Political Science
Email: contracts@visionsocialconsulting.com • Phone: (001) 689 251 5659 • U.S. Citizen

Communications consultant (D.C. Resident) with extensive skills in managing internal communications, in-country human interest stories, and global media messaging for international development clients. Highly skilled in social media engagement metrics and past experience maintaining client campaign calendars, multiple media and newsletter mailing lists, social media engagement, designing graphics via Adobe Photoshop and Canva, and analyzing past outreach for better audience retention.

HIGHLIGHTS

- Coordination and branding of USAID-international development conferences as well as production of IEC communications materials including briefings, fact sheets, and web content promoting organizational campaigns
- Results and analytics driven professional skilled in communicating to diverse audiences with social media marketing
- Over 5 years of social media and content marketing across various platforms including Facebook, Twitter, and Newsletter networks
- Advanced Proficiency in Adobe Acrobat Creative Suite, Facebook CMS and Ad Performance, Branding and Community Engagement
- Organized digital and social messaging promotional campaigns that built community involvement and pursues a paid brand strategy
- Proven hands-on ability to develop and organize video, written, and audio posts for page and website content
- Over 3 years marketing experience Ads Management platforms and software such as ActiveCampaign, Eventbrite, Zapier, and SurveyMonkey
- Creative skills management and development which includes working with graphic designers and creative software
- Prior experience in social communications management through Sprinklr, Hootsuite, and Sprout Social
- Exposure to both fundraising and sales messaging to amplify consumer engagement
- Skilled in curating schedules for social media messaging as well as CMS and CRM analytics reports across networked platforms

EXPERTISE

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|--------------------------|------------------------|------------------------------|
| • Email Marketing | • User Discoverability | • Social Media Oversight |
| • Content Production | • Database Growth | • Content Management Systems |
| • Strategic Advertising | • Calendar Management | • Engagement Analytics |
| • Social Media Platforms | • CTR Improvements | • Promotional Design |

EMPLOYMENT

Vision Social Consulting

July 2017 – January 2022

Proprietor

Washington, D.C.

- Coordinated editorial and marketing calendar including copywriting for posts, alignment of messaging with brand voice, visual graphics creation, monitoring of paid ads boosting, and extensive email marketing drip campaigns via Mailchimp.
- Launched organic growth of publishing venture which saw high engagement and acquisition numbers on social media pages over 36 months: 8,000 Twitter followers, 10,000 Facebook followers, and over 40,000 Mailchimp subscribers.

Chemonics International

January 2017 – July 2017

Internal Communications Manager

Washington, D.C.

- Prepared, tested, and executed email campaigns for various newsletters regularly with the goal of driving engagement and client membership
- Identified insights within the reporting to optimize metrics, test plans, and create a content calendar as well as monitor list performance
- Managed internal company newsletter and shared media messaging as well as prepared the annual company report for 8,000 employees

International Rescue Committee (IRC)

June 2012 – June 2013

Communications Associate

Juba, South Sudan

- Interviewed beneficiaries, wrote and disseminated over two dozen human interest stories as well as contributed research and analysis to in-country fact sheets and the annual report
- Support of IRC programming initiatives through the development of in-country media and cross-NGO campaigns surrounding the issues of gender-based violence, maternal mortality, rule of law, and disease prevention.

The Jamestown Foundation

August 2011 – June 2012

Program Associate

Washington, D.C.

- Assessed the impact of global terrorism activities on conflict dynamics in regions of significance to U.S. security interests while managing the Foundation's 14,000 strong subscription newsletter for journalists, scholars, and experts in the field.
- Managed the Foundation's public face including press releases, sales to three separate corporate subscription accounts, and coordination of joint events with foreign corporations and U.S. government military operations.