**Tara S. Whiteley**

Former journalist turned social media marketer who is evolving into a web and graphic designer.

**Professional experience** 

**Eastwood Homes** — Charlotte, NCDecember 8, 2014 to present

**Digital Marketing Specialist**

Create and enforce social media policy for regional homebuilder with six divisions.

Grow engagement on Facebook, Twitter, Pinterest, Google+, Instagram, YouTube, LinkedIn.

Maintain weekly blog on topics related to home ownership, new construction and real estate.

Update division websites in addition to general overview webpages.

Monitor social media Google Analytics and compile reports of traffic and sources.

Develop initiatives such as third-party review sites (Yotpo), customer advocacy programs (My Home Story).

**Lennar** — Charlotte, NCApril 11, 2012to December 5, 2014

**Digital Media Specialist**

Increased Facebook “Likes” from 680 to more than 16,000 in just over two years.

Personally managed Facebook division page and oversee activity on more than 20 community-level pages.

Managed Twitter, Pinterest, Instagram, Google+ and YouTube accounts for Charlotte division.

Used Adobe Photoshop and InDesign to create materials for social media sites and division website.

Trained New Home Consultants to manage community Facebook pages using Lennar social media policies.

Managed division webpage on www.lennar.com; Update lot and plan masters in JDE.

Assisted Internet New Home Consultant with online leads and set appointments for sales team.

**The Mecklenburg Times** — Charlotte, NCJune 28, 2010 to Feb. 23, 2012

**Real Estate Reporter**

Covered real estate in three counties in the Charlotte-metro region for a biweekly newspaper.

Wrote two in-depth, analytical articles per week plus daily stories and news briefs for our website.

Maintained contact with experts to gather market data, information and opinions on trends in the market.

Broke stories on two separate scams involving foreclosed homes, fraudulent deeds and squatters.

Used social media to help grow our web-based readership from 2,000 viewers to 8,000 views per month.

**821 Law Offices** — Erie, PAMay 21, 2009 to April 28, 2010

**Legal Assistant**

Created and proofread legal pleadings; Acted as liaison between clients, attorneys, insurance companies.

Answered telephones for three offices, scheduled appointments, conducted intake interviews with clients.

Invoiced, ordered all office supplies and building maintenance; Arranged travel for witnesses and attorneys.

**The Corry Journal —** Corry, PA Sept. 24, 2007 to Dec. 19, 2007

**Hometown editor**

Composed daily Hometown page and several Focus pages for a newspaper with a 4,000-plus readership.

Worked with school officials and other community leaders for articles; photographed community events.

**The Gaffney Ledger** — Gaffney, S.C. November 2002 to August 2007

**Crime reporter**

Interviewed government officials, politicians, business leaders, victims of crimes and criminal suspects.

Photographed events and celebrities like Kenny Rogers, Deanna Carter, Jimmy Wayne and Richard Petty.

Wrote 13 to 15 articles weekly and assisted with page design for award-winning newspaper, circulation 8,000.

**The Corry Journal** —Corry, PA May 2000 to May 2001

**General assignment reporter**

Wrote an average of eight to 10 stories a week; paginated approximately two pages each day.

Photographed and covered sporting events, including Pittsburgh Steelers and Cleveland Browns games.

**Technical skills** 

Proficient web design with knowledge in HTML, CSS, and JavaScript; passionate knowledge in Adobe suite especially Photoshop, InDesign and Illustrator; extremely capable in Google Analytics and social platforms including Facebook, Twitter, Google+, YouTube, Pinterest, WordPress, Instagram, Snapchat and Flickr.

**Professional license** 

**South Carolina Real Estate License** June 2012 through present

**Microsoft Office Specialist Certification (Excel)**  November 2013

**Professional membership** 

**AIGA, the professional organization for design** September through present

**Awards** 

**Eastwood Homes “Built With Care” award 2016**

Internal award given to an employee who epitomizes our company’s “Built With Care” platform

**N.C. Press Association** News, Editorial & Photojournalism Contest **2011**

Second place, investigative reporting; Second place, news enterprise reporting; Third place, news feature writing

**S.C. Press Association News Contest 2006**

Second place, feature photo; Third place, spot news reporting; Third place, series of articles

**S.C. Press Association News Contest 2004**

Second place, in depth reporting

**S.C. Press Association News Contest 2003**

Third place, spot news photo

**Education **

**University of Florida** — online August 2015 to present **Master of Arts in Mass Communication, Web Design and Online Communication**

*3.95 G.P.A*

**University of South Carolina, The Palmetto College** — online via Aiken campus August 2013 to present **Business Administration, Management**

*President’s List: Fall 2013, Spring 2014; Dean’s List Fall 2014, Spring 2015*

*Recipient of Stewart Scholars Scholarship*

**Slippery Rock University** — Slippery Rock, Pa. September 1995 to December 2000

**Professional Writing major, focus in communications**

 **Social Media Presence** 

**Find my current professional work here (after December 8, 2014):**

**Facebook: EastwoodHomes  Twitter: EastwoodHomes  Instagram: EastwoodHomes  Pinterest: EastwoodHomes YouTube and Google+: search Eastwood for various division pages**

** Blog and website work: http://www.eastwoodhomes.com**