



## SKILLS:

Adobe Suite including:

InDesign  
Illustrator  
Photoshop  
Dreamweaver

Web Design including:

HTML  
CSS  
Jquery

Social Platforms including:

Facebook  
Twitter  
Pinterest  
Instagram  
YouTube  
Google+  
WordPress  
Flickr

## LICENSES AND AWARDS:

Microsoft Office Specialist  
SC Real Estate License  
Award winning journalist and  
photographer

## EDUCATION:

Master's of Mass Communication  
Web Design & Online Communication  
University of Florida, Spring 2017

B.S. in Business Administration  
Management concentration  
University of South Carolina, 2015

A former journalist whose positivity drew her to the marketing world. With a flair for communication, the realm of social media became her playground. Wanting more, she pursued digital training through the Web Design and Online Communication master's program at the University of Florida. It is with her previous experience and her new expertise that she will *take over the digital world*.

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## DIGITAL MEDIA SPECIALIST, EASTWOOD HOMES

*December 2014 to present*

- Social media manager for 45th largest homebuilder in U.S.
- Grew Facebook following from 1,181 to 7,000 "Likes" in 15 months.
- Blog weekly on topics related to real estate for website.
- Maintain website with 33,000 hits per month (up 34% in 2015).
- Monitor Google Analytics for trends and reporting.
- Worked on management committee to create Social Media Policy.

## DIGITAL MEDIA SPECIALIST, LENNAR HOMES

*April 2011 to December 2014*

- Grew Facebook "Likes" from 680 to more than 16,000 in two years.
- Trained sales professionals to manage community level Pages.
- Use Adobe Suite to edit and create materials for marketing on social media sites and division website.
- Assisted Internet New Home Consultant with online leads and set appointments for sales team.

## REAL ESTATE REPORTER, THE MECKLENBURG TIMES

*June 2010 to February 2012*

- Covered real estate in three counties in the Charlotte-metro region.
- 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.
- Earned three journalism awards from N.C. Press Association.

## CRIME REPORTER, THE GAFFNEY LEDGER

*November 2002 to August 2007*

- Assisted with layout and design for 8,000 circulation newspaper.
- Wrote 13 to 15 articles weekly and received multiple journalism and photography awards from the S.C. Press Association.
- Photographed sporting events and celebrities like Kenny Rogers, Deanna Carter, Jimmy Wayne and Richard Petty.