

Profile

Results-driven and performance-focused growth marketer, equipped with knowledge and experience in social and digital media. Represents clients in various industries including technology, trade associations, and aerospace and defense. Armed with exceptional management and creative skills.

Education

Master of Professional Studies in Public Relations and Corporate Communication, 2016
Georgetown University, Washington, D.C.

Bachelor of Science in Corporate Communications, 2014
University of Baltimore, Baltimore, MD

Knowledge

Facebook	SnapChat	SEO
Twitter	Pinterest	SEM
Instagram	YouTube	CRO
LinkedIn	Google Ads and Analytics	Audience segmentation

Experience

Banner Public Affairs, Washington, D.C.

January 2015
Present

Director of Social and Digital Media

Develop, execute, and optimize paid digital marketing and advertising campaigns with budgets exceeding \$50,000

Strategize, plan and manage social media calendar across social media channels

Run and manage A/B and multivariate tests on paid and earned content

Provide client-facing proposals and presentations highlighting campaign ROI

Federal Emergency Management Agency (FEMA), Washington, D.C.

November 2016
Present

Digital Communications Reservist

Deployed to Puerto Rico for Hurricane Irma and Maria post-disaster support

Conducted online market research and online monitoring of conversation

Provided daily and weekly analytics reports inclusive of social analysis and recommendations

ColorComm Network, Washington, D.C.

June 2013
August 2016

Social Media Manager

Increased social media followers by 130% and engagement rate by 1.5%

Developed earned social media activities supporting digital interface activities

Managed and oversaw social media branding guidelines

Derek Hyra for Congress Campaign, Alexandria, VA

January 2014
June 2014

Digital Media Director

Developed digital strategy to engage voters and increase candidate awareness

Managed a comprehensive editorial calendar for each social media channel

Led online community engagement efforts utilizing Facebook and LinkedIn Groups