



WHITNEY HENRY

*Social Media Management/
Content Strategy*

CONTACT

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EDUCATION

MAJOR:

IDM - NEW MEDIA

2017-2020 | GPA: 3.94

Northwest Missouri State University
Maryville, MO

SOCIAL

📷 @whitnyhnry
🐦 @whitrhenry
🌐 /whitney-r-henry

SKILLS

Microsoft Office Suite
Adobe Creative Cloud
Various social mediums
Analytics (SEO/SMO)
Photography
Writing (Content Copy)

Media Relations
Content Consultation
Apple/Mac editing software
Branding/Design
Interpersonal Relations
Weebly/Wix/Wordpress

EXPERIENCE

SOCIAL MEDIA MANAGER/CONTENT DESIGNER

Frosty Trete | Apr 2016-Present

- Maintain the business' Twitter, Facebook, and Instagram
- Design merchandise such as t-shirts, stickers, and postcards
- Develop advertising content for specials/events
- Organize giveaways/scavenger hunts to boost engagement

SOCIAL MEDIA/PROMOTIONS/PR CHAIR

Northwest Alternative Spring Break | May 2018-Present

- Run all media platforms for the organization
- Develop content for these platforms on Photoshop, Canva, and Premiere
- Design and print advertisements/other material for fundraisers
- Photograph/record team members for promotional content

DIGITAL CONTENT CREATION/MANAGEMENT

The Coffee Shop (Bedford, IA) | January 2020-Present

- Create branding for the company (logo, media kit, etc.)
- Start a Facebook channel from the ground up, put plans in place to create other social channels in the future once the season kicks off
- Develop content and keep the Facebook updated accordingly

VOLUNTEERISM/INVOLVEMENT/HONORS

Northwest Alternative Spring Break
Nodaway County Humane Society
Nodaway County Group Home Center
Top 10 Finalist Essay - Magic of Marceline's Missouri Top 10 Grandmothers
Howard Putnam Citizenship Award
Northwest Animal Advocates
Northwest Student Activities Council - Social Media Committee