

Digital Marketing

EDUCATION

TROY UNIVERSITY – Troy, AL

DECEMBER 15, 2018

Masters of Arts in Strategic Communications

UNIVERSITY OF WEST FLORIDA – Pensacola, FL

MAY 2, 2015

Bachelors of Arts in Communications, Public Relations

EXPERIENCE

NEW MEDIA COORDINATOR

MARCH -2018 - JULY 2019

Take5 Media Group, Boca Raton, FL

- Develop and implement social media strategies for clients
- Monitor SEO and user engagement and suggest content optimization
- Train other team members to implement social media strategies

SOCIAL MEDIA MANAGER

Deerfield Beach Mayoral Campaign, Deerfield Beach

DECEMBER 2015 TO MARCH 2017

- Managed social media platforms for mayoral candidate Gwyndolen Clarke-Reed
- Organized fundraising events
- Attended community events on behalf of the mayoral candidate

FIELD ORGANIZER

Florida Democratic Party, Hollywood, FL

JULY 2016 TO OCTOBER 2016

- Scheduled and operated voter registration drives to promote U.S Citizens to vote in the 2016 Presidential election
- Coordinated and collaborated with community leaders to improve and maximize voter outreach
- Actively visited local neighborhoods to mobilize voters

FLORIDA HOUSE OF REPRESENTATIVES COMMUNITY OUTREACH COORDINATOR

Florida State Representative Gwyndolen Clarke-Reed Pompano Beach, FL

SEPTEMBER 2015 TO JUNE 2016

- Created and delivered newsletters for district distribution which provided legislative updates on District 92 and the Florida House of Representatives.
- Managed all social media platforms for Rep. Gwyndolen Clarke-Reed
- Represented on behalf of the House and Rep. Gwyndolen Clarke-Reed in community and legislative meetings

PUBLIC RELATIONS INTERN

Pathways for Change, Pensacola, FL

MAY 2014 TO NOVEMBER 2014

- Developed content calendars for all social media platforms
- Wrote press releases on behalf of Pathways for Change in regards to events hosted by the organization
- Attended weekly meetings to discuss future events, and overall operations

AWARDS/HONORS/INVOLVEMENT

UNIVERSITY OF WEST FLORIDA SPEECH & DEBATE TEAM: TEAM MEMBER

SEPTEMBER 2013-APRIL 2015

- President (September 2014-April 2015)
- Exemplified leadership through teaching proper techniques, giving constructive criticism, and words of encouragement
- Competed in various speech and debate categories such as Dramatic Interpretation, Impromptu Speaking, Poetry Interpretation, and Duo Interpretation

TOP NOVICE & FINALIST FOR SEVERAL PUBLIC SPEAKING COMPETITIONS

SEPTEMBER 2013-APRIL 2015

SKILLS

- Google Analytics Certified
- Proficient in Microsoft Office
- Confident in Adobe Photoshop, Macintosh and Windows based platform