

# A. Good Candidate

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## Summary of Qualifications

Social media, branding, marketing, and communications professional with **highly developed organization, communication and creative skills**, and experience **developing campaigns and managing reach**. Innovative focus with an eye on emerging technologies in social networking, the blogosphere, search tools, and Web 2.0.

### Campaign Creation Marketing Program Implementation

### Client Satisfaction Operational Excellence

### Brand Development Organizational Skills

## Professional Experience

A Good Company, Anytown, Texas

2013 - present

### Senior Media Strategist

Support internal and external digital media efforts for this Public Relations firm serving small businesses in the Greater Dallas/Fort Worth Market. Create public relations and social media plans including objectives, strategy, tactics, case studies, measurements and budget. Provide social media content for all A Good Company's platforms.

- Led successful #samplehashtag Twitter event featuring bloggers navigating the new AGC website (Bloggers tweeted throughout the event and blogged afterwards). **Four post-event blog posts generated over x,xxx unique monthly visitors (UMV); Tweets reached x,xxx unique accounts and generated x,xxx potential impressions**
- Assessed social media marketing strategies to determine rate of return. Identified and **leveraged new channels to optimize ROI, and fuel revenue growth**

Another Good Company, Anothertown, Texas

2010 - 2013

### Marketing Coordinator

Supported the marketing department within this regional restaurant company. Responsible for project administration, managing online marketing in support of the launch of new programs, new products, and seasonal marketing campaigns, in addition to internal communications.

- Developed **innovative local store marketing** programs that generated **YOY comparable sales growth** and **YOY overall traffic increase**
- Achieved a **strong, visible social media presence, and developed concepts with viral potential.**

## Special Skills, Education and Training

Bachelor of Science in Public Relations, 2010  
University of Texas, Austin, Texas

**Media:** Blogger, Wordpress, Typepad, Six Apart, Live Writer, Podcasting, Feed Blitz, LinkedIn, Facebook, Instagram, Pinterest, Twitter, Digg, Flickr, StumbleUpon, Google, Reddit, Technorati

**Programs:** Windows OS, Microsoft Office (Word, PowerPoint, Excel, Publisher), HTML, JavaScript, Mac OS, Apple iOS, Adobe Creative Suite (Photoshop, Illustrator, Dreamweaver, Soundbooth, In Design and Premier)

## Professional Affiliations, Memberships and Organizations

Public Relations Society of America, Member

Social Media Club Dallas, Member

Greater Dallas/Fort Worth Chamber of Commerce, Panel Participant

DFW Interactive Marketing Association

Texas Association of Marketing Professionals

## Guest Lecturer, "Social Media For Business"

- Southern Methodist University, Dallas Community College, and University of Texas