

Education

Bachelor of Arts Degree, Journalism

Oakland University / Rochester, MI / April 2017

- Minor in English
- National Association of Black Journalists Member / Feb 2016 – Feb 2018

Skills

- Wordpress, Weebly
- Khoros, Buffer, Sprout Social, Hootsuite
- Adobe InDesign, Lightroom
- Social Media Management
- Content Creation
- Content Strategist
- Facebook & Instagram Ad Management
- DSLR cameras
- Windows & Mac OS platforms

Work Experience

Jr. Social Strategist | Social Community Coordinator

Campbell Ewald / Detroit, MI / Jan 2021 - Present

- Develop content calendars on a monthly basis for Meritage Homes, Valero Energy and OnStar
- Ensure that content shared on social platforms are aligned to the marketing strategy
- Analyze social trends, emerging social platforms and performance metrics to enhance future posting and strategies
- Work with Social Customer Care team to monitor social comments and engage accordingly
- Collaborate with client and internal team members to accomplish goals that are aligned with the marketing strategy

Social Media Manager & Content Creator

First Fight / Detroit, MI / Dec. 2019 - March 2020

- Developed content calendars to outline content for client on a monthly basis
- Created social media strategies that provided opportunities to increase brand awareness, overall engagement and strategically plan a project
- Analyzed social media performance on a monthly basis, which focused on engagement, audience growth, top-performing posts, & recommendations

Social Media Manager

Milo Detroit / Detroit, MI / Aug. 2017 – Apr. 2019

- Developed social media calendars on a monthly basis across 8 different brands including Regional Transit Authority of SE MI, Busted Bra Shop, Birmingham Bloomfield Art Center, Hatch Detroit and Tour de Troit
- Analyzed social media performance to find new opportunities to increase brand awareness and overall engagement
- Provided support to marketing team at client events by live streaming via Facebook including TEDxDetroit, Detroit Wayne Integrated Health Network, Carr Center and Urban Consulate Parlor Talks
- Assisted team with raising awareness for Detroit City Clerk candidate Garlin Gilchrist II via social media content
- Assisted in launching an ad campaign for TechTown Detroit's annual Toast of the Town to raise awareness and increase ticket sales

- **Marketing & Communications Intern**
 - The Children's Foundation / Detroit, MI / July 2017 – Aug. 2017
- **Communications Intern**
 - Oakland Univ. School of Nursing / Rochester, MI / Dec. 2016 – Apr. 2017
- **Marketing Intern**
 - Oakland Univ. Recreation & Well-Being, Rochester, MI / Aug. 2016 – Dec. 2016
- **Public Relations Intern**
 - City of Pontiac, Pontiac, MI / June 2016 – Sept. 2016
- **Student Assistant**
 - Oakland Univ. School of Nursing / Rochester, MI / Aug. 2014 – May 2015 / Aug. 2016 – Apr. 2017
- **Staff Reporter**
 - The Oakland Post / Rochester, MI / Sept. 2015 – Apr. 2016
- **Student Intern**
 - The Oakland Post / Rochester, MI / Jan. 2015 – Apr. 2015
- **Sales Associate**
 - Old Navy / Allen Park, MI / June 2015 - April 2016