

Skills

- Social Media (Facebook, Instagram , Twitter, etc.)
- Paid Ads
- Post scheduling platforms (Hootsuite, Planoly, Unum, Hey Orca, Sprout Social, etc.)
- Adobe Creative Suite: After Effects, Audition, Illustrator, Photoshop, Premiere Pro
- Creative Writing
- Google Analytics
- Wordpress
- Squarespace
- Mail Chimp
- Event Planning
- Photography
- Website UX
- Basic HTML & CSS
- Basic Javascript

Education

B.S. Communication:
Digital Media

Minor: Hospitality - Travel
and Tourism

Florida International
University
2015

Alexia Lue

Digital Marketing + Social Media Specialist

Work Experience

Self-Employed

Digital Marketing Specialist: Dec 2015 - Present

- Create digital marketing strategies for various industries including high profile clientele (social media, email marketing, ad buys..etc)
- Consult Clients on branding and content strategy
- Content creation, social media management, daily posting and engaging with target audience
- Influencer outreach and campaign management (TJ Max, Call It Spring, Pantene...etc)
- Coordinate executive communications, including taking calls, responding to emails and interfacing with clients
- Past clients include D2C, B2C, and B2B companies. The Chinese American Museum, Rage, Local 761, the Urban Rebounder, and influencers with 18K+ to name a few
- Create, implement, analyze and optimize Facebook, Instagram, and Google Ads
- Methods have proven to increase website traffic and drive sales
- Create regular reports covering KPIs and tracking ROI

RockFest Concerts LLC

Digital Marketing Director: Dec. 2015- April. 2019

- Created and implemented effective digital marketing campaigns that increased ticket sales and band awareness
- Simultaneously managed digital marketing budgets for several different shows
- Ran social media campaigns with artist represented by agencies such as CAA and Arm Entertainment...ect
- Analyzed trends and analytics to regularly improve strategies
- Coordinated with multiple internal and external workers to meet very strict deadlines
- Copy wrote for social media, ads, and print
- Compiled, managed, and created emails for a list of thousands of subscribers