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WORK EXPERIENCE

Administrator & Social Media Manager

Training Initiative for Justice-Focused Church Plants

Passion 2 Plant | The Passion Center

Jan 2024-Present

Responsible for managing the social media presence of Passion 2 Plant and The Passion Center, ensuring engaging and informative content distribution. Assists the facilitator in managing Zoom cohorts and in-person workshops, including monitoring attendance and handling cohort payments. Actively engages in inviting pastors to lead cohorts and is readily available for addressing questions and inquiries regarding programs.

Creative Director

Online Business Consulting Firm

Make It VA

Feb 2016-Present

Service multiple clients through this virtual online company that ranged from lawyers to jewelry vendors. Create logos, brochures, book covers, infographics, newsletter design, social media content, photo manipulation, web design/layout, banners, advertisements, and other graphic tasks. Developed social media plans, responsible for creation and implementation. Maintain client relationship and coordinate project management for graphic and social media endeavors.

Social Media Manager

Agencies that distribute contracted work

Belay | Rock Solid | VaVa Virtual

Aug 2022-Present

Responsible for managing social media platforms including Facebook, Instagram, YouTube, and Twitter. Developed and implemented strategies for growth, run ads, and monitor social engagement, resulting in a 15% growth within one quarter. Provide strategies for growth and social campaigns. Create content including posts, graphics, and reels for Instagram and TikTok. Create and implemented email campaigns. Design websites. Organized webinars. Create and maintained company branding. Some clients I've worked with are **Former NFL Football player Leonce Crump Jr., Actor Ajaman Clay, Influencer The Thyroid Pharmacist, Oprah endorsed Mastin Kipp, DotLA, other clients consisting of but not limited to fitness coaches, business coaches, photographers, graphic design agencies, etc.**

Social Media Manager

Maternity Clothing Line

Kindred Bravely

Sept 2021-Aug 2022

Serviced multiple clients through this virtual online company that ranged from lawyers to jewelry vendors. Created logos, brochures, book covers, infographics, newsletter design, social media content, photo manipulation, web design/layout, banners, advertisements/ads, and other graphic tasks. Developed social media plans, responsible for creation and implementation.

Communications Director

Academy, College, and Faith-Based Organization

City Church

June 2017- Feb 2021

Responsible for regulating the flow of information for City Church FL, City Church Academy, and City Church College and the public by overseeing aspects of visual media, web design, and social media marketing. Led a small team that consists of a Graphic Designer, photographers, and videographers.

Creative Director

Faith Based Organization

Church Alive

Nov 2012-June 2014

Directed event planning, social media marketing, and content creation, among other PR responsibilities. Handled web design/layout and maintenance, banner, event flyers.

Creative Virtual Assistant

Online Virtual Assistant Agency

Contemporary Virtual Assistance

April 2011-Feb 2014

Serviced multiple clients through this virtual online company that ranged from coaches to product entrepreneurs. Created logos, brochures, book covers, infographics, newsletter design, social media content, photo manipulation, web design/layout, banners, advertisements/ads, and other graphic tasks. Developed social media plans, responsible for creation and implementation.

SKILLS

Hard Skills:

- Creative Strategy
- Graphic Design
- Marketing
- Brand Development
- Advertising
- Web Design

Techniques:

- Video Production
- Video Editing
- Creative Strategy

Tools and Software:

- Photoshop
- Illustrator
- Premier Pro
- After Effects
- InDesign
- Canva
- Hootsuite
- Later
- Sendible
- Socialbee
- Loomly
- Tailwind
- Mailchimp
- Convertkit
- Slack
- Trello
- Asana

EDUCATION

The Art Institute

Bachelor of Arts

Graphic Design

Pittsburgh, PA

Aug 2014

OTHER

- Later Product Pro Certification Level I
- Later Product Pro Certification Level II