

Professional Summary

Dedicated Digital Media Specialist with over 5 years of experience in community management, social media strategy, and digital content creation. Proven track record in building and engaging online communities, increasing brand awareness, and driving user engagement across various social media platforms. Skilled in analytics, public relations, and crisis management. Passionate about fostering positive and active community interactions.

Key Skills

Community Management: User engagement, crisis management, community building

Social Media Strategy: Platform-specific strategies, content scheduling, campaign management

Content Creation: Video production, graphic design, copywriting, Adobe Creative Suite

Analytics & Reporting: Google Analytics, Facebook/Instagram Analytics, YouTube Studio

Public Relations & Communication: Press releases, community outreach, influencer collaboration

Event Coordination: Virtual events, live streaming, community events

Professional Experience

NKT Productions New Knoxville, OH

Digital Media Specialist • June 2019 - Present

Community Growth: Spearheaded social media strategies that increased Facebook followers by **+50%** and YouTube subscribers by **+40%** within one year.

Engagement: Developed and curated content that boosted engagement rates by **30%** across multiple platforms, including Facebook, Twitter, Instagram, and YouTube.

Analytics & Reporting: Compiled comprehensive analytics reports using Google Analytics and platform-specific tools, providing actionable insights to stakeholders.

Content Creation: Managed content calendar, created video and graphic content, and optimized posts through A/B testing to enhance reach and engagement.

Paid Campaigns: Executed successful paid advertising campaigns to elevate brand visibility and drive conversions.

Twitch Online

Broadcaster & Community Manager • January 2017 - Present

Content Management: Produced and managed live streaming content, maintaining a consistent schedule and engaging with a dedicated community.

Community Engagement: Fostered a positive community atmosphere, responding to viewer feedback and moderating discussions.

Data Analysis: Utilized Twitch analytics to optimize stream performance and content strategy, achieving Affiliate status

Professional Experience (Continued)

New Bremen High School New Bremen, OH

Auditorium Manager • May 2016 - Present

Technical Management: Maintained and operated lighting and sound equipment for various school and community events.

Client Coordination: Collaborated with clients to ensure successful technical execution of events.

Education

Bachelor of Arts (B.A.), Broadcasting & Digital Media

Cedarville University Cedarville, OH

Class of 2015

Languages

English Native

Spanish Elementary Knowledge

German Elementary Knowledge

Additional Experience

YouTube Online

Content Creator • June 2012 - Present

Created and edited videos, building a personal brand and growing a dedicated following.

Projects & Highlights

BrushPile Fishing: Successfully rebranded and expanded the social media presence, significantly increasing user engagement and brand recognition.

Live Chapel Video Production: Directed live video productions for events with an audience of **3,500**—ensuring seamless execution.
