

EMILY SPICKLEMIRE

Social Strategist • Content Creator • Brand Builder

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Education

Butler University

Bachelor of Arts, Integrated Communications | Minor: Digital Media Production
May 2011 | Indianapolis, IN

Skills

Software: Microsoft Office, Photoshop, Illustrator, InDesign, After Effects, Lightroom, Windows Movie Maker, iMovie **Web:** Basic HTML, blog & CMS platforms, Facebook, Twitter, Instagram, Pinterest, YouTube, Snapchat, LinkedIn, Sprout Social, Adobe Dreamweaver, Google Analytics (certification in process), Magento, Moz, Wordpress, Constant Contact, MailChimp **Writing:** Writing & editing, blogging, editorial calendar management, AP Style

Professional Experience

Social Media Administrator

Community manager & social content coordinator

Blitsy: eCommerce Retail

February 2015-January 2017 | Chicago, IL

- Developed visual standards & posting strategy to grow Instagram by 400% in one year
- Grew social media revenue by an average of 45% YOY in 2015 & 2016
- Authored over 100 original posts for the Blitsy blog
- Coordinated external team of bloggers
- Tracked social stats using Google Analytics, RjMetrics, and on-platform insights
- Made data-driven content recommendations to internal creative team

Communications Specialist (Contract)

Authored & distributed social, email, and web communications

REALTORS® Land Institute: Professional Association

December 2014-January 2015 | Chicago, IL

- Promoted association services & benefits
- Maintained relationships with vendors, sponsors, and partners

Web & Marketing Coordinator

Produced copy, graphics, and video for social, email, web

Delta Delta Delta Fraternity: Not-For-Profit Women's Organization

August 2011-July 2014 | Arlington, TX

- Sole manager of 11 social media accounts
- Helped guide communications & awareness initiatives for important Fraternity milestones
- Collaborated with all departments to ensure consistent branding & messaging in all communications
- Coordinated & distributed monthly e-newsletters to audiences of up to 16,000
- Educated members of all ages on appropriate & effective social media practices
- Initiated partnership with Foursquare to become the first sorority to release an exclusive check-in badge.