

PROFILE & SKILL SUMMARY

- Creating and optimizing digital media and web advertising for clients on chamber of commerce and association websites with large visitation and visibility.
- Researching markets and monitoring word of mouth, ultimately identifying a target market and a message strategy.
- Developing social media campaigns, implementing the tactics, and getting results in the form of increased website traffic and improved brand awareness.
- Building knowledge communities and using new media and social platforms to communicate with various audiences.
- Placing new media in context with traditional media and public relations
- Working with clients through all phases of design, listening and interpreting to create their message.
- Designing effective and visually communicative advertising in a high traffic setting .

EXPERIENCE

Project Manager, Advertising Implementation,

WEBLINK INTERNATIONAL

Indianapolis, IN December 2010 to Present

Lead in design and implementation of website advertising for chamber of commerce and association websites. Maintained a direct link between our website advertisers across the country and our ad implementation process. Report to executive and senior level and generate weekly status reports to show our ad sales progress.

Selected Contributions:

- Decreased ad implementation time 61% and increased production 66% in first three months. Took time to complete order average from 150+ days to less than 13.
- Streamlined the directory listing process by coming up with a form that allows users to submit their information in one place rather than send each piece of media or information.
- Continually exceeded customers expectations in regards to communication, speed of implementation and creativity.

Social Media Communications Intern,

BLASTMEDIA

Fishers, IN August 2010 to October 2010

Worked with a team that advocates several consumer tech brands through social media. Worked to build and engage our following and reach the intended audience using creative and efficient methods. Implemented contests, videos and other forms of communication to start a conversation with out market and increase awareness of our brands. Increased client followers on average 100 per week by researching demographic and following keywords.

Social Media Development Intern,

HETRICK COMMUNICATIONS

Indianapolis, IN May 2010 to July 2010

Defined a strategy, developed, executed and managed a comprehensive social media plan encompassing integrated marketing communication to identify a target market and increase awareness of website and brand. Communicated with clients, management and internal departments to coordinate the overall marketing effort in accordance with our social media goals.

Selected Contributions:

- Increased Website traffic driven from our social media outlets – accelerated our Twitter presence and created our Facebook fan page and it’s content
- Accelerated our online presence and started consistent conversations with our market
- Researched topics and strategies to help the firm better understand our initiative and take the right approach towards implementation of the plan

SOFTWARE & TECHNICAL SKILLS

Proficient on Mac and Windows platforms in:

- PhotoShop CS3-CS5 ●●●●●
- InDesign CS3-CS5 ●●●●●
- Dreamweaver CS3-CS5 ●●●●●
- Bridge CS3-CS5 ●●●●●
- Illustrator CS3-CS5..... ●●●●●
- Flash CS3-CS5..... ●●●●●

- Microsoft Office (Word, Excel, PowerPoint, Outlook, FrontPage, Publisher, Expressions)
- Audacity
- Soundslides
- Google Services
- WordPress
- FriendFeed
- YouTube
- Yelp
- Wiki’s
- Skype
- TimeBridge
- TweetDeck
- HootSuite
- FileZilla
- Fetch
- Dovico
- Weblink Connect
- Final Cut

PROFESSIONAL REFERENCES

Tammy Denning

Internet Marketing Consultant • [Weblink International](#) • tammy.denning@weblinkinternational.com • (317) 410-2775

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