

JOHN D. SMITH

✦ Baltimore, MD
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Business Management ✦ Digital Marketing ✦ Social Media Management & Consulting ✦

Dynamic, results-driven marketing professional with experience in business management, digital and social media marketing and client relation's support in multi-industry environments. Strong verbal and written communication skills; very proficient in Microsoft Office Word, Excel, PowerPoint and Outlook.

CORE COMPETENCIES

- Social Media Management
- Multi-Task/Prioritize Effectively
- Creative and Marketing Strategy
- Relationship Management
- Creative Development
- Business Writing

PROFESSIONAL EXPERIENCE

Signature Pieces Jewelry & Accessories + Baltimore, Maryland + December 2014 - Present **Social Media Manager and Digital Producer**

- Coordinate and manage the creation of content, such as photography, visual and text content, marketing presentations.
- Responsible for creating and delegating online-based marketing campaigns.
- Oversee design (i.e.: Facebook Timeline cover, profile picture, thumbnails, ads, landing pages, Twitter profile, and blog).
- Design, create and manage promotions and Social ad campaigns.
- Develop a strategy and implement a proactive process for capturing customer online reviews. Monitor online ratings and respond accordingly.

R&H Toyota Service Center + Owing Mills, Maryland + May 2014 - Present **Receptionist/ Courtesy Rental Car Associate**

- Use various dealership software programs for input and retrieval of information.
- Answer telephones, and directing them to the correct department or person.
- Keep filing current and organized, processing all aspects of the rental / return process, maintain and update rental agreement files.
- Contact and notify customers of overdue rentals and inquire as to the expected date of return; process rental extensions within company guidelines.

Wellness and Athletics Department at CCBC ✦ Dundalk, Maryland ✦ August 2008 - March 2012 **Administrative Assistant**

- Handled all word processing and typing.
- Entered daily data for Wellness Center deposits, production items, shipping, and inventory.
- Maintained computerized inventory of all parts, supplies, and products.
- Helped plan and organize athletic functions.
- Answered the telephone and represented the company in a professional and businesslike manner.

EDUCATION

Salisbury University; 2014 - Present

Bachelors of Art
Digital Media Arts

The Community College of Baltimore County; 2008- 2013

Associates of Art
Mass Communications/Corporate Communications

References: Available Upon Request