

ASHLYN KEENAN

Social Media Expert

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PROFILE

Social Media Expert with experience in developing and executing a fresh perspective on PR communications and marketing strategies. Committed to working with clients to conceptualize personalized plans tailored to support their goals.

PROFESSIONAL SKILLS

- Creativity
- Customer Service
- Project Management
- Copywriting
- Graphic Design
- Collaboration
- Critical Thinking
- Problem-Solving
- Social Media Marketing
- Market Research
- Adaptability
- Content Creation

PROFESSIONAL EXPERIENCE

AK Public Relations, Erie, PA

December 2022-Present

Founder & Creator

- Independently create original high-quality written, digital, and print media material for multiple clients at a time, ensuring deadlines are met and business goals are exceeded.
- Maintain multiple organization websites and social media accounts, updating their content frequently to keep their target audience informed and attentive.
- Identify and execute design and branding needs such as advertising, flyers, posters, and social media posts, coordinating closely with clients to form long-term relationships.
- Conduct media audits to track development and brand impact, in-depthly researching new and alternative ways to leverage client's social media activities.

ThePinTrip, Las Vegas, NV

April 2021-August 2021

Lead Marketing Intern

- Designed 124 different graphics to be posted on Instagram, Facebook, and Pinterest, advertising the organization's services to initiate lead generation and foot traffic to visit the website.
- Monitored a multicultural team of 13 interns overseeing the completion of projects, answering questions, and providing support in weekly scheduled zoom meetings.
- Expedited monthly views on Pinterest account from 0 views to 8,900 through graphics by the completion of the internship.

EDUCATION

Gannon University, Erie, PA

May 2022

Bachelor of Arts in Public Relations

Relevant Coursework: TV Production, Public Relations, Electronic Media, Social Psychology, Public Speaking, Sales Promotion & Direct Marketing, Integrated Marketing Communications, Digital Drawing, Corporate Video, TV & Radio Performance

ACADEMIC PROJECTS

FFEE Marketing Campaign, Marketing Campaigns

April 2022

- Collaborated with a cross-functional team, creating an over 100- page plan responding to marketing and communication needs, identifying effective solutions.
- Presented findings and upon recommendation, the organization changed its name and implemented a content schedule increasing their social media engagement from posting once a month to daily.

Media Kit Project, Public Relations

November 2020

- Created a website with 5 AP style editorial written communication pieces such as a press release and newsletter.
- Implemented the creative process to design a full functioning Wix site to generate media coverage for a non-profit.

ON CAMPUS ENGAGEMENT

Advertising Manager, The Gannon Knight, Erie, PA

April 2021-November 2021

- Utilized marketing tactics to secure 6 new advertisers in the paper for the entire semester.
- Designed digital graphics for local businesses to be posted on a website that stayed on brand with the message of the client.

Event Planning Coordinator, Alpha Sigma Alpha, Erie, PA

October 2019 -October 2020

- Coordinated a formal event for 130 people that provided transportation, food, and beverage.
- Decreased price of tickets for attendees by 10 dollars through minimizing the overall cost for the event.

TECHNICAL SKILLS

Technologies: Microsoft Office Suites, Google Products, Hootsuite, Wix, Adobe Premiere, Canva Pro

Social Media: Instagram, Twitter, Tik Tok, Facebook, Snapchat, LinkedIn, YouTube