

# Blake Richardson

## Social Media Consultant

### Skills

Copywriting (Short + Long-Form), Canva, Editing, Deadline Work, Microsoft Excel, Google Suite, Market + Client Research, Wordpress, Sprout Social, Mailchimp, Asana, Basecamp, Creative Strategy, Instagram, Facebook, Twitter, TikTok, Meta Ads Manager, Influencer Marketing, Content Creation

### Education

**University of North Carolina at Chapel Hill**  
Bachelor of Arts,  
Journalism and  
Psychology (2014-2018)  
*Graduated with Distinction*

**University of Sydney**  
Graduate Certificate,  
Creative Writing (2020)

### Awards

2020 nominee to the Best Micro-fiction Anthology, Second Place in News Writing in the 2017 North Carolina College Media Association Awards, Larry and Carolyn Keith Award in Sports Journalism

### Work Experience

#### EngageEQ

*Founder, Social Media Manager (May, 2023 - Present)*

Lead social media strategy, content creation, page management, Meta advertising, and influencer marketing for a range of clients, mostly in the non-profit space.

#### The Brand Guild

*Social Media Associate (June, 2022 - April, 2023)*

Responsible for acting as the social media lead on several accounts and providing support for others. My responsibilities included:

- Curating monthly content calendars with graphics, photography, Instagram Stories, Reels, and copy for a wide range of clients.
  - Managing email communications with clients and providing social media updates in bi-weekly meetings, handling questions and content requests.
  - Preparing and presenting roadmaps outlining a social media plan to new clients, collaborating with my colleagues in each step of the process.
  - Creating Reels to maximize growth, including one that received 14k views.
  - Compiling monthly reports on account growth and post performance.
- and implementing an escalation process on community management for select high-touch accounts.
- Overseeing the hiring process and managing one social media intern.

*Social Media Assistant, (August, 2021 - June, 2022)*

Created monthly content calendars, social media reports, Instagram Stories, and Reels. I also assisted in client communications, intern hiring, community management and social media roadmaps.

#### Freelance

*Copywriter (February, 2021 - July, 2021)*

Prepared clean, creative copy for a wide range of brands, from a newsletter series for a beauty brand to marketing materials for a real estate developer.

#### The Los Angeles Times

*Sports Intern (August, 2018 - June, 2019)*

Wrote articles on games, practices, and player profiles for the Chargers, Rams, Dodgers, Angels, Sparks, LAFC, LA Galaxy, and other Los Angeles-based sports teams. I also wrote more in-depth profile stories on athletes and coaches, including one that was published on the LA Times' front page.