

- Approved time sheets, developed work schedules, and maintained personnel working files

#### Organization

- Prepared and implemented curriculum as a teacher or assistant for 30 university/college courses
- Self-motivated to work independently, efficiently, and professionally
- Lectured and presented at universities and other institutions
- Helped organize an international program at an academic institution for older women, health, and human rights
- Indexed confidential written documents, redacted confidential medical documents, performed quality control on indexing
- Helped organize a rally in Indianapolis for health care reform

#### Marketing and Advertising

- Used best practices for social engagement, community management, audience management, crisis management
- Oversaw organizational structure for a digital marketing agency with over 30 clients
- Digital audits to gain a greater scope of the clients' online presence
- Edited websites, email blasts, presentations, documents before publication/print
- Compiled monthly data reports from AdRoll, AdWords, CallRail, Criteo, LiveAdmin, Mailchimp, Shopify, Yelp/Google, Yotpo, Facebook
- Wrote blogs, articles, case studies, excerpts, recipes
- Used WordPress to create key phrases, SEO titles, meta descriptions; develop content, moderate comments, create forums
- Researched client industries
- Administrative duties - organize emails, team support, client exit surveys, follow up on invoices, complete expense reports, monitor client calls, attend weekly client meetings, transcribe materials, compile customer reviews from review websites

#### Computer skills

Operational knowledge of Windows, Canvas, Oncourse, Blackboard, MS Word, MS Excel, MS PowerPoint, MS Access, MS Publisher, MS Outlook, Adobe Dreamweaver, Adobe Acrobat, WordPress, scanning technology, website development, SPSS, Endnote, Canva, Slack, Wimi, Loomly, Wix, video editing