



Micah Beachy

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SKILLS

- Social Media Planning
- Content Creation
- Graphic Design
- Marketing
- Event Planning
- Reputation Management
- SEO
- Creative Branding
- Copy Writing
- Community Engagement
- Research & Analysis
- Messaging Strategies

AWARDS AND HONORS

- Selected as one of Allegany County Magazine's Top 35 Most Influential People Under Age 35 (AKA "35 Under 35").
- Published Author (fiction, poetry)
- Hugh O'Brian Scholar
- Facebook Blueprint Certified

Experience

CEO/FOUNDER

M Creative Society | June 2021 - Present

- Rapidly grow the organic following and viewership of clients' content on all social media platforms, with particular emphasis on Instagram and TikTok
- Own and develop clients' social media strategy. Oversee content production toward that strategy
- Create and maintain a content calendar and system that produces reliable and timely content
- Oversees and plans client advertising budgets across platforms
- Excellent customer service, communication, and commitment to client satisfaction
- Develops effective plans to optimize conversion rates and maximize ROI

CREATIVE BRAND MANAGER

Student Quarters | Sept 2020 - Present

- Develop social accounts and set up content calendars for 12 Student Quarter properties and grew accounts by 34.57%
- Schedule 7 days of posts w/ branded filter for all 27 properties on Instagram increasing impressions by 1991.3%
- Advised clients on new social media trends & tips for increased engagement
- Create digital marketing ads and social graphics
- Host bi-weekly calls & trainings
- Create and deliver social media reporting for followers increase, growth, growth rate, impressions, reach, & engagement

SOCIAL MEDIA AND MARKETING DIRECTOR

WV Public Theatre | Apr 2020 - Present

- Design and curate weekly content for company campaigns, marketing, social media platforms, and blog
- Design and edit company's website (WordPress)
- Create graphics and show posters
- Increased following by 6.42%, impressions by 15,304.35%, profiles views by, 200%, and average actions by 38% in three months

SOCIAL MEDIA AND MARKETING DIRECTOR

Nelson Partners | Feb 2020 - Sept 2020

- Created and executed organic social media campaigns for 23 student housing properties
- Managed various social media accounts to create brand awareness
- Created a monthly marketing Playbook via Canva for 23 properties resulting app. 500 graphics monthly
- Increased following by 15.72%, impressions by 15.56%, profiles views by, 37.07%, and average actions by 58.06% for 23 properties in six months
- Developed social media influencer program for more user-generated content. Led the search for influencers, communicating expectations, and approving copy & posts

MARKETING MANAGER

Nelson Partners | Nov 2018 - Jan 2020

- Managed social media accounts and created social media for daily postings
- Planned and executed all property, company, and resident events
- Worked with a team of 6 to accomplish leasing goals

MARKETING MANAGER

Coastal Ridge Real Estate | May 2016 - Aug 2018

- Managed all social media accounts and created social media for daily postings
- Established partnerships with university organizations and businesses

Education

MASTERS OF SCIENCE

Integrated Marketing Communications

West Virginia University

BACHELOR OF FINE ARTS

Major - Acting | Minor - Strategic Social Media

West Virginia University