



MICAH BEACHY

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EXPERIENCE

SOCIAL MEDIA AND MARKETING DIRECTOR

NELSON PARTNERS | FEB 2020 - SEPT 2020

- Create and execute social media campaigns
- Design graphics for company campaigns, marketing, and social media platforms
- Create copy for company campaigns
- Develop e-mail and text strategic marketing plans

SOCIAL MEDIA AND MARKETING DIRECTOR

WV PUBLIC THEATRE | APR 2020 - PRESENT

- Create and execute social media campaigns
- Design graphics for company campaigns, marketing, and social media platforms
- Manage company blog and PR

LEASING AND MARKETING MANAGER

NELSON PARTNERS | NOV 2018 - JANUARY 2020

- Managed social media accounts and created social media for daily postings
- Planned and executed all property, company, and resident events
- Strategized effective email and text marketing campaigns to gain leases for the property

SOCIAL MEDIA INTERN

WEST VIRGINIA UNIVERSITY | JAN 2018 - MAY 2018

- Developed a social media strategy to increase ticket sales
- Spearheaded multiple video campaigns for the season's productions

LEASING AND MARKETING MANAGER

COASTAL RIDGE REAL ESTATE | MAY 2016 - AUGUST 2018

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

COLUMNIST

THE ODYSSEY ONLINE | OCTOBER 2015 - JULY 2016

- Created content that grossed 5.9k shares and views

EDUCATION

MASTERS OF SCIENCE

INTEGRATED MARKETING COMMUNICATIONS

WEST VIRGINIA UNIVERSITY | 2019-2021

BACHELOR OF FINE ARTS

MAJOR IN ACTING, MINOR IN STRATEGIC SOCIAL MEDIA

WEST VIRGINIA UNIVERSITY | 2015 - 2019

CUM LAUDE | GPA: 3.7

SKILLS

- Content creation
- Social media strategy
- Marketing
- Business outreach
- Reputation management
- Blogging
- Project management
- SEO
- Analyzing metrics
- Photo editing
- Market research
- Budgeting

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