

RILEY BROWN

Social Media Specialist

CONTACT

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EDUCATION

BACHELOR OF SCIENCE: COMMUNICATION

2020

Brigham Young University- Idaho
Emphasis in Advertising and
Social Media

EXPERIENCE

SOCIAL MEDIA SPECIALIST

AccTech Solutions/ A Systems Integrator | Jan 2020 - Present

- Established social media presence from the ground up
- Created content for social platforms & email
- Tracked growth using Google Analytics and platform Insight
- Designed wireframes for website updates

INDEPENDENT DISTRIBUTOR

SeneGence International | April 2017 - Present

- Assisted customers online and in person to find beauty/personal care products that fit their needs and lifestyle
- Designed marketing materials and social media content
- Recruited and worked with team of distributors to increase both individual and group business revenues

SOCIAL MEDIA SPECIALIST, INTERN

Volair Interactive | May 2019- July 2019

- Created social media content on various social platforms for clients
- Used social platforms to increase brand awareness and build customer base
- Created blog content for Volair Interactive site

SOCIAL MEDIA SPECIALIST

Rexburg Pop-Up Shop | Oct 2018- April 2020

- Designed posters and social media graphics for events
- Created content and ran paid ads for social media channels
- Planned and advertised events to attract maximum amount of guests

SKILLS AND CERTIFICATIONS

Google Analytics Advanced Certification

Content Marketing Certification

Hootsuite Platform Certification

Adobe Photoshop, Illustrator, InDesign

Photography

Facebook Advertising

Basic Graphic Design

LinkedIn Business

Copywriting

Wordpress web builder