

ERIN TRACY

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CONTENT STRATEGIST

Highly detailed, creative, analytical **Content Strategist** who works well independently, on a team and in virtual environments. Able to meet tight deadlines and balance multiple projects without sacrificing quality. Excellent communicator of innovative concepts and analytical reporting, enabling the brand to use critical data to improve social media strategy.

Core competencies include:

Social Media Management • Integrated Marketing • Social Media Metrics • Social Media Advertising • Gamification

EDUCATION



Master's of Arts in Mass Communications with a Specialization in Social Media (with distinction)
University of Florida • Gainesville, FL • 2015 • Hootsuite Certified

Bachelor of Arts in International Studies (magna cum laude)
University of South Florida • Tampa, FL • 2004

PROFESSIONAL EXPERIENCE

TrYumph Functional Fitness • Seminole, FL (Virtual – Freelance)

Social Media Consultant. Responsible for development and implementation of social media strategy with heavy focus on paid Facebook advertising.

- Content creation, integration and sourcing

Good Life 45 (TV station) • Orlando, FL (Virtual) • Fall Semester 2015

Social Media Intern for Program Producer. Responsible for assisting with the development and implementation of the social media strategy for the television program, Welcome Home.

- Content creation and integration and social media market research
- Launched and managed new social media platforms and campaigns
- Surpassed the goal for Facebook fan growth by the end of the semester. Goal: 10%, Actual: 23.6%
- Increased average daily page engaged users by 10.5%

Sweet Pete's Candy • Jacksonville, FL • Spring Semester 2015

Part-Time Retail Marketing Coordinator / Intern

- Recipient of the Marcus Lemonis (of CNBC's *The Profit*) Internship Program – First intern hired at inception of program (30 selected out of over 1,000 applicants)
- Supported the marketing team by supplying images of events and products for social media
- Live-tweeted during the 2015 One Spark event
- Assisted the marketing team by supplying critical data for over 300 SKUs for a new label project

The Rental Management Company • Corpus Christi, TX • 2008-2012

Marketing Director

Spearheaded this marketing position. Developed and executed print and Digital advertising for all departments. Responsible for project management, copywriting and design. Created integrated ConstantContact email campaign for Vacation Rental department and trained the department to maintain communication with all guests and prospective guests.

- Managed syndicated Internet advertising for Long Term and Vacation Rental departments
- Website design and management
- Launched company Facebook page with listings for 90 vacation rental properties
- Market research and competitive analysis
- Virtual employee 2010 – 2012

NuAir Manufacturing Inc., • Tampa, FL • 2004-2005

Architectural Relations Representative

Developed new marketing position. Researched needs of design professionals and collaborated with NuAir's engineers to create technical CD to aid in the placement of NuAir's products on blueprints, thus exposing them to the end-user.

- Established new relationships with over 300 architects and other design professionals throughout Florida while cold-calling them to influence them to choose NuAir when specifying windows and doors in their building plans
 - Translated Quality Control engineering instructions from English to Spanish for use by production workers
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TECHNICAL SKILLS

• Adobe Photoshop • PowerPoint • Excel • Word • Dreamweaver (basic) • HTML (basic)