

# Rachel Jones

<https://www.racheljjones.actor/social-media-portfolio>

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## EXPERIENCE

### **Typoductions, Remote — Social Media Manager**

May 2023 - PRESENT

Social Media Manager for a digital media company. Client facing, manages the social media (Facebook, Instagram, Twitter, LinkedIn) and online reputation (Google reviews, Yelp reviews, etc.) for many clients from SNFs to Therapeutic Boarding Schools.. Plans content to send to clients months in advance, manages daily content, creates graphics and writes captions, creates quarterly reports of analytics to send to clients.

### **LotusShark, Cincinnati, OH — Social Media Associate**

May 2020 - July 2022

Completely rebranded a 25+ year creative media studio: revamped social media approach, brand guide, fonts, and one sheet. Posting ad campaigns, running social media accounts for Instagram, Facebook, personal website, and Tiktok. Wrote copy for "Moving Forward" newsletter since March 2021.

### **Frenchie Fresh Burger Bar, Cincinnati, OH — Social Media Manager**

June 2020 - September 2021

Managed a social profile for a French-American burger bar. Ran social media hiring campaigns, ad campaigns, and managed all direct messages on Instagram, Facebook, and LinkedIn. Directed photoshoots for website menu items, ran contests, and organized live meet-ups with local talent. Wrote copy for "Frenchie Fresh-Off-The-Press" newsletter since August 2020.

### **CCM Acting, Cincinnati, OH — Social Media Ambassador**

December 2018 - July 2022

Manages a social profile on CCM Acting: posts about successful alumni, PR photos of recent productions, and works with the faculty on recruitment of incoming classes. Currently manages 'CCM Acting: The Network' - CCM Acting's Facebook page that launched in October 2019

## EDUCATION

### **University of Cincinnati, Cincinnati, OH — BFA In Acting**

August 2018 - April 2022, 3.9 GPA

### **Avondale School District, Auburn Hills, MI — HS Diploma**

September 2014 - May 2018, 4.2 GPA

## PROJECTS

### **"Women Who Create" Panel — Book-Signing Event**

Organized through LotusShark, celebrating Ashley Kate Adams' award winning book, "#BYOP: Be Your Own Producer", along with several other accomplished women in the film and production industry.

## SKILLS

Knowledge of Google MyBusiness and Meta Business profiles

Knowledge of basic level video editing software. Expert in Canva. Proficient in Google Suites, MailChimp, and Google Workplace

Knowledge of all current social media.

Excellent at maintaining client relationships

## ACHIEVEMENTS

Vice President of Senior class (2017-2018)

Captain of Forensic Speech and Debate Team (2016-2018)

Oakland County Jr. Leadership Program, co 2017 (2017)

## AWARDS

**Won the Danny Scholl Award for Aesthetic Leadership in CCM Acting award, (March 2022)**

**Won the A.B. Dolly Award for Excellence in CCM Acting, (March 2019)**

**Artist of the Year Honors Ceremony in Auburn Hills, MI, (May 2018)**