

DIGITAL PRODUCER

ROCHESTER HILLS, MI 586.873.5625 RACHELEKSTROM.COM

WORK EXPERIENCE

MARKETING MANAGER | CARBON MEDIA GROUP | 2015 - PRESENT

- Increased our social following by 37.5% on facebook, 82% on instagram & 15% on twitter within my first quarter.
- Increased our Facebook native & on-site video views by over 3 million in my first quarter.
- Launched large company initiatives such as the CarbonTV iOS app, the live Eagle Cam & more.
- Design, build, code & deploy all HTML emails to a list of 126K+ subscribers with an average CTR of 15% while optimizing our strategy based on reviews of our weekly metrics.
- Edit 3-4 videos per week for use on CarbonTV.com & the CarbonTV social channels.

SOCIAL MEDIA DIRECTOR & WEBMASTER | GARDNER-WHITE | 2014 - 2015

- Produced (wrote, shot & edited) digital video content for our social channels & our website.
- Created all digital content for our social media platforms including the Gardner-White Blog, Facebook, Twitter, Google+, Vimeo, Instagram & Pinterest.
- Managed our \$40K per month Google AdWords spend, search copy & display creative.
- Maintained all 20,000 products on our eCommerce website.
- Created, retouched & edited graphics for the website & social media channels.

MARKETING DIRECTOR | THURSWELL LAW | 2013 - 2014

- Produced testimonial videos for our YouTube channel as a part of our SEO strategy.
- Created content for the Thurswell blog, Facebook, Twitter, Google+, LinkedIn & YouTube.
- Handled PR duties for high-profile cases through communication with national & local media.
- Managed the marketing budget. In my first six months, I saved the firm over \$131,000 in marketing expenses for 2014 & an additional \$125,000 for 2015.
- Designed all external marketing materials.

RELEVANT EXPERIENCE

SOCIAL MEDIA ANALYST | POWERS DISTRIBUTING | 2011 - 2013

SPORTS INTERN | FOX 2 DETROIT | 2008

PRODUCTION INTERN | ENTERTAINMENT TONIGHT | 2007

EDUCATION

BACHELOR OF ARTS | GRAND VALLEY STATE UNIVERSITY

Major: Communications, emphasis in Broadcasting | Minor: Writing

Four appearances on the Dean's List

SKILLS

VIDEO

Final Cut Pro, Shure Audio Boards, Canon & Sony HD Cameras

COMPUTER

Mac & PC, Microsoft Office, Microsoft Outlook, Powerpoint, Google Documents

GRAPHIC DESIGN

inDesign, Photoshop, Illustrator

SOCIAL MEDIA

Google AdWords, Facebook, Twitter, G+, LinkedIn, Pinterest, YouTube, Hootsuite, Yelp