

CHANDLER-MICHELLE REYES

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EXPERIENCE

Marketing Admin

August 2022 - Present

Hydraulic Institute, Hybrid - Parsippany, NJ

- Create & design email newsletters for a 30k+ recipient list
- Design printed marketing materials for conferences (brochures, guidebooks, pull signs, etc.)
- Create & schedule social posts for LinkedIn, Facebook, & Twitter on Hootsuite
- Manage company website on WordPress
 - Upload blog posts, create pages for new products, edit design & layout
- Pull social and website analytics to develop reports for executives and board members

Website, Social Media & Design Freelancer

March 2022 - August 2022

The Bread Gal Bakery, Remote

- Created Instagram posts, seasonal/holiday-related product flyers
- Updated website to include new products & redesigned pages using Shopify

Digital Marketing Manager

July 2019 - August 2021

Daka Labs, Remote

- Multi-platform marketing & advertising
 - Utilized Facebook Ads & Business Manager, Taboola, Google, Adroll, Verizon Media, Pinterest, etc. to create, design, & post ads for clients in different market sectors (senior health, nutrition, online learning, electronics, etc.)
- Campaign & ad creation
 - Display, video, native & banner using Canva, Photoshop & Adobe Premiere
 - Developed ad copy, designed images & edited videos
 - Created ad campaigns - set budgets, location, audience, KPI goals & analyzed performance to optimize results
 - Landing page creation - post-click pages using Unbounce
- Client company research, competitor analyses, budget management, KPI analyses
- YouTube video ad creation - idea development, script writing, & video editing

Content Creator

August 2017 - 2020

Teddy Robotics, Remote

- Managed website & online store using WordPress and WooCommerce
- Created & managed content for Instagram, Facebook, Twitter, LinkedIn, YouTube & website
- Developed monthly newsletters using MailChimp

EDUCATION

William Paterson University, Wayne NJ

Fall 2016 - Spring 2018

BS, Environmental Sustainability

SKILLS & SOFTWARE PROGRAMS

Microsoft Word, PowerPoint/Google Docs, Slides, Sheets, Outlook, Teams | Adobe Photoshop, Premiere Pro | WordPress, Shopify, Salesforce | Slack, Trello | Facebook Ads, Google Ads, YouTube, Taboola, Verizon Media, Outbrain, LiveIntent, Adroll, Unbounce, Canva, MailChimp, iTrac, Hootsuite | Verbal and written communication | Data entry, research & analysis