

HEATHER SCHLANGER

SUMMARY

Attentive Social Media Coordinator with proven history developing engaging social posts that support corporate communications goals. Self-motivated with understanding of brand promotion and online marketing. Known for working quickly and efficiently across multiple social media platforms.

EXPERIENCE

Social Media Coordinator

Make Momentos | Remote | June 2022 - Current

- Developed and implemented a comprehensive social media strategy for the company's products and services.
- Develop compelling content strategies and design engaging promotional materials, including pamphlets and advertisements, to captivate audiences at events. Proactively interact with followers on social media platforms to drive sales and foster brand engagement.
- Conceptualized and crafted visually appealing eCards, subsequently utilized by the company to connect with and delight consumers.
- Identified potential partners or sponsorships to increase visibility and reach on social networks.
- Selected appropriate music tracks or sound effects for videos posted on YouTube or other video sharing sites.

Center Director

Mathnasium of Royal Palm Beach | Royal Palm Beach, FL | August 2019 - Current

- Proficient in strategizing and executing targeted social media campaigns, adept at crafting engaging visual content tailored for various platforms."
- Developed and implemented strategies to increase customer satisfaction and loyalty.
- Coached, mentored and trained team members in order to improve their job performance.
- Conducted regular meetings with staff to discuss progress and identify areas of improvement.
- Established processes to ensure efficient workflow throughout the organization.
- Maintained up-to-date records of employee attendance, payroll information, vacation requests.

CERTIFICATIONS

- Search Engine Optimization(ESO) with Squarespace - Coursera Project Network
- Build A Free Website with Wordpress - Coursera Project Network
- Microsoft Excel Certification

CONTACT

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SKILLS

- Social Media Marketing
- Graphic Design
- Video Editing
- Customer Service Retention
- Data Entry
- Event Planning
- Interpersonal Communications
- Scheduling
- Organization
- Airtable
- Canva
- Photoshop
- Constant Contact
- Brand Promotion
- Audience Engagement
- Digital Marketing
- Email Marketing
- Campaign Management
- Client Retention Strategies

EDUCATION AND TRAINING

BBA

Marketing And Business
Florida Atlantic University, Boca Raton, FL

Expected in September 2024

ACCOMPLISHMENTS

- IB Diploma
- Bright Futures Scholarship
- Burger King Scholarship