

PAIGE LAURIE

communications & social media



PHONE

Cell: (901) 216-0960



ADDRESS

(upon request)



WEB

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"You have a nice mix of questions, imagery, videos and other content to keep your audience constantly engaged. Very professional and organized Communications plan that you put together." – K. Pestrak, Marketing Project Manager

"Excellent. One of the best mixes of content I've seen. Kudos for this! Attention to detail is something you achieve very well!" – J. Rhoads, UF Mass Communications Professor

"Ms. Laurie is bright, energetic, and resourceful. She never failed to impress me with her extraordinary work ethic and creative ideas. An A+ student and a wonderful person." – L. Hope, UF Director of Marketing, College of Journalism

EDUCATION

Masters Degree

Mass Communications & Social Media
University of Florida
Earned: April 2016 (3.97 GPA)

Bachelors Degree

Elementary Education
University of Tennessee Martin
Earned: May 2011 (3.2 GPA)

SKILLS

HootSuite (Certified)○
Adobe InDesign○
HTML○
CSS○
Adobe DreamWeaver○
Adobe Photoshop○
WordPress○
iMovie○
Qualtrics○

COMMUNITY LEADERSHIP

Junior League of Atlanta

-Leadership Institute: Marketing Communications Certification
-Social Media Chair: Kids in the Kitchen

Junior League of Memphis

Zeta Tau Alpha

-Alumni Member
-Collegiate Chapter President & Vice President

Kappa Delta Pi Honor Society

-Founding Chapter Member

United Way

-Young Professional Leaders of Atlanta

REFERENCES

AVAILABLE UPON REQUEST

VERSATILE

DEDICATED

ENTHUSIASTIC

DETAIL-ORIENTED

FOCUSED

DILIGENT

CAREER HISTORY

COMMUNICATIONS EDITOR

Rollins, Inc. | Atlanta, GA | January 2014 – Present

Implements and maintains communication policies to ensure all publications are streamlined in branding for the audience. Writes and designs newsletter articles and graphics, instructional guides and email notifications used in company-wide publications. Designed interactive organizational communication project for department, later adopted for company-wide use.

SOCIAL MEDIA FREELANCER

Multiple Organizations | Atlanta, GA | February 2015 – Present

Create and implement social media content during major digital campaigns across multiple social media networks and analyze insights to create recommendations for future through monthly reports with client.

IMPLEMENTATION SPECIALIST

Rollins, Inc. | Atlanta, GA | June 2013 – January 2014

Utilized operational and application knowledge to support field locations during a "Go Live" implementation by providing training to the staff. Created and developed implementation plans to support application installations during company-wide conversion. Assigned Assistant Lead position to manual data mapping and conversion project. Promoted after six months to Communications Editor.

MEMPHIS MARKETING AMBASSADOR

Dishcrawl | Memphis, TN | January 2013 – June 2013

Solely launched Dishcrawl in the local area by writing blog articles and press releases for local media use, and managing social media outlets. Created a large online following of over 650 fans in less than two months through social media and blogging for the Dishcrawl website. Built local media, restaurant owners, and photographer relationships, resulting in media coverage and a ticket sell-out of all events.

TEACHER

Memphis Oral School for the Deaf | Memphis, TN | September 2011 – June 2013

Implemented customized lessons for pre-school aged children who require hearing aids or cochlear implants. Developed lessons that set children up for success in mainstreaming into a general "hearing" classroom. Created and managed class Facebook page to interact with parents and share pictures.

FOUNDER/CREATOR

Joey B. Designs | Memphis, TN & Atlanta, GA | June 2010 – June 2014

Designed products to sell in retail boutique stores in Tennessee, Georgia, and Mississippi. Maintained various social media channels to engage growing audience. Designed branding for Facebook and Square storefront. Engaged with customers on social media channels for future custom orders.