Adriana S. Harris
Putnam Valley, New York

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Experience

Marketing & Communications Specialist
Touro College of Dental Medicine
Hawthorne, New York

March 2018 – Present

- **Social Media Management** - Manage content calendars, social media platforms and PPC campaigns ** Raised page engagement by 53.6% in my first 6 months (FB)*
- **Content Creation** - Write, and/or edit articles for an online database of school, clinic news, as well as editorials from faculty members
- **Database Management** - Build and maintain lists of community organizations, and identify opportunities to participate in local events, to then manage those outreach events, coordinating event logistics and promoting
- **Branding** - Support branding and visitor experience initiatives
- **Communications** - Manage, design, monitor analytics for all internal and external email communication via Mailchimp, Outlook
- **Reporting** - Responsible for comprehensive monthly reports
- **Events** - Coordinator for major school and clinic events including graduation, yearly galas and golf tournaments, as well as fundraising
- **Content Creation** - Responsible for newsletters, social posting, web, advertising campaigns, ect.

Owner/
Social Media Strategist
Lash Marketing NY
Remote

February 2014 – Present

- Manage marketing solutions for small businesses within the tri-state area
- Manage content calendars and PPC campaigns, as well as web content

Editorial Intern
ReadWave Digital Publishing
London, England

January 2013 – July 2013

- Manage social media
- Interact with young writers

Editorial Intern
Westchester Magazine
Elmsford, NY

September 2010 - December 2010
- Write original content for publication

Education

Master of Arts; *Creative Writing*
London Metropolitan University
London, England

August 2013
- Graduated with Merit (High Honors)

Bachelor of Arts; *Communications Arts*
College of Mount Saint Vincent
Bronx, New York

May 2012
- Lambda Pi Eta; *Treasurer*
- Sigma Tau Delta

Skills

- Content creation
- Analytics / Reporting
- Project management
- CMS
- CRM
- Social media (strategy, campaigns, etc.)
- Email Marketing
- Event Planning
- Editing
- Database management
- Interpersonal communication