

# ALEESHA CRIMMINS

## CONTACT

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## SKILLS

- Strategic planning
- Community management
- Analyzing data
- Excellent written and verbal communication
- Creating analytical data for social engagement
- Able to prioritize and operate proactively
- Advanced Sprinklr experience for social media management
- Vast understanding within all Microsoft Office applications

## EDUCATION

### BACHELOR OF ARTS IN MEDIA COMMUNICATIONS / MINOR IN ENGLISH

WEBSTER UNIVERSITY  
WEBSTER GROVES, MO  
2012—2015

## WORK EXPERIENCE

AUG. 2015–  
PRESENT      **NESTLE PURINA PETCARE**  
*Contractor Social Media Manager*

- Managing a team of Social Media Specialists
- Creating daily data reports for monitoring KPI's with Google Analytics and Sprinklr Reporting
- Monitoring various social media platforms
- Optimizing customer service social engagement
- Implementing branded social media campaigns
- Engaging on branded paid posts through Sprinklr

OCT. 2015–  
JULY 2017      **KICKING COW PROMOTIONS, INC./  
NESTLE PURINA PETCARE**  
*Digital Content Specialist/Engagement Specialist*

- Managing several brand social platforms communities
- Creating social response matrices for enhanced response management
- Creating detailed analytical reports through Sprinklr for better engagement understanding
- Working with Dog Chow and Beneful brand teams to optimize social campaigns
- Pro Plan Westminster, Purina National Dog Show social engagement
- Monitoring social KPIs through analytical data
- Developing tagged social links

SEPT. 2015–  
OCT. 2015      **DRIVE INC./GATEWAY CONCEPTS**  
*Marketing Assistant*

- Assisted with daily morning campaigns and strategy meetings
- Ran sales distributor meetings
- Member of the B2B sales force team
- Involved in daily leadership meetings
- Member for St. Louis Blues sales/marketing team
- Developed B2B and door to door sales communication skills