

ROBIN KOMIE

Carbondale, IL 62901 • H: 773-960-6175 • robinkomie@gmail.com

robinkomie.wix.com/rmk85

PROFESSIONAL SUMMARY

Multi-faceted and creative professional versed in social media and marketing technology, tools and trends with event planning, audio, video, graphic design and web content experience.

SKILLS

- Social Media
- Digital Marketing
- Content Writing
- HTML Coding
- SEO Analytics
- WordPress

WORK HISTORY

Social Media Specialist

Highline Ideas - Carbondale, IL

02/2015 - Current

- Manage 20+ clients' social media pages by implementing monthly social media plans
- Write content for clients' social media pages and websites
- Use Sendible to manage social networks, schedule messages, engage clients' audiences, and measure ROI
- Basic website updating and design (WordPress)
- Understand and study clients' social media analytics via Sendible
- Understand and study clients website analytics via Moz

?

Advertising Intern

Spark Design - Carbondale

08/2015 - Current

- Helped with re-brand of Dayshift Boutique (helped with design of logo, tagline & website. Helped plan re-opening event),
- Social Media engagement for Qore24 via Facebook (answered questions from fans regarding product)
- Website re-brand for Saffron Scientific Histology Lab (designed new website, helped implement social media plan, created and taught social media seminar)

Recruiter, Profiler and Supervisor

Fieldwork Quantwork Inc. - Skokie, IL

03/2013 - 08/2014

- Promoted twice within the time worked at Fieldwork.
- Managed a team of 11+ market research recruiters during a five hour shift.
- Tasked with mentoring and motivating recruiters and also keeping track of time worked and schedules.
- While managing a team, stayed within hours for various projects overseen and kept on track via the clients needs.
- Worked closely with three project managers and was a liaison between them and clients.

EDUCATION

Bachelor of Science: Journalism - Advertising

Southern Illinois University - Carbondale, IL

Current

CERTIFICATIONS

- Google Analytics
- Google Adwords
- Hubspot Inbound Marketing

EXTRACURRICULAR

- Volunteered with the United Nations by submitting original content to various African E-Zines and websites
- Current member of the American Advertising Federation, President of the Southern Illinois University AAF chapter Dec 2014 - Dec 2015
- Competing member of the 2015 AAF National Student Advertising Competition team.