

SOPHIA MATTHEWS

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OBJECTIVE

Seeking an organization that can utilize a malleable individual with marketing and technology experience for assistance in the creation and implementation of websites, social media campaigns, and marketing plans.

EDUCATION

UNIVERSITY OF NORTH CAROLINA AT CHARLOTTE

Professional Science Masters in Healthcare Informatics	2012-2016
Healthcare Information Technology Certificate	2012-2014
Management Information Technology Certificate	2010-2012
Bachelor of Science Degree in Marketing	Graduated 2004

EXPERIENCE

CHARLOTTE-MECKLENBURG SCHOOLS - CHARLOTTE, NC - 2013-PRESENT

Social Media Specialist - I was hired to reign in, grow, and manage all of the social media outlets for the district. These touched 169 schools, almost 20,000 employees, 145,000 students and the community at large.

- Developed content, posted to and created an active presence on over 30 new social media channels
- Filmed and edited photos and video clips to create custom graphics, videos and infographics
- Established and manage the, previously untracked, analytics on the district's million-hit per month SharePoint site
- Built a responsive website to house mobile app functions and create custom pages for notable events, like graduations
- Facilitated the development of the district's mobile app and was instrumental in its build, release and management
- Worked with all schools and departments to streamline their communications processes and create social presences
- Successfully navigate tense political climates, teenage attitudes and upset parents to create thriving accounts
- Won several awards for various social media campaigns from magazines, local companies and organizations

SEMP (SOPHIA E. M. PARTLOW) LIMITED - CHARLOTTE, NC - 2009-PRESENT

A boutique consultation firm that systematizes small business management by reverse engineering the clients' goals. They are then provided with a milestone based timeline for implementing various activities to assist them in growing their companies.

- Created a detailed survey system for clients using iSalient, XML, HTML, CSS and Javascript
- Funneled survey results into formula-driven spreadsheets and mail merged them to create automated business plans
- Performed market research, created contingency profiles and developed marketing plans and strategies
- Brand creation and development. Wrote copy, articles and blog posts. Created e-mail and social marketing campaigns
- Managed client SEO, analytics and keyword search promotion methods via search engine and social media

CLIENT LIST AND RESPONSIBILITIES

Implan: Economic Impact Modeling - implan.com

- Regularly consult with the CEO, database engineer, marketing team regarding website development, Salesforce, etc.
- Created and edited 12 hours of training videos for Salesforce, backend website management and marketing functions

Behavioral Health Intervention Center - cbhic.org

- Customized website templates on several platforms, including Wordpress, SquareSpace, Weebly and Wix
- Logo creation; marketing piece and print media design with Adobe Photoshop, Illustrator and InDesign
- Instituted social networks and site analytics protocols. Post and monitor user engagement regularly
- By following the marketing plan I created, BHIC has reached it's goals of having fully booked classes
- Staff procurement and training; project management, delegation and contractor outsourcing

Clear Sky Images Commercial Photography and Video - clearskyimages.com

- Established, managed, updated and analyzed social networks like Facebook, Twitter, LinkedIn, and Google+
- Created customized Pinterest, FourSquare, and Instagram accounts related to their commercial photography
- Monitored site traffic and metrics using Google Analytics and Google Webmaster Tools. Set up the Google Apps Suite
- Quadrupled the traffic to their website over a two year period and increased overall revenue by a third last year
- Customized the Clear Sky Images website using the Zenfolio platform and iFraming in custom html webpages
- Video production for YouTube. Set up AdSense account and I followed YouTube video analytics. Over 85,000 views

RL Casey Construction - rlcasey.com

- Developed website using ExpressionWeb, Dreamweaver. Wrote HTML, CSS, and Javascript.
- Specialized in Search Engine Optimization (SEO) via back linking, guest blogging, and improving the site's back end
- Institution of Google apps and products like AdSense, Analytics, Webmaster Tools, Authorship, + Places, etc
- Instituted all social media (Facebook, Twitter, Google+), incorporated into the site, and taught the client how to use

Sunstoppers Window Tinting - sunstoppers.com

- Created several video productions for YouTube to increase social media traffic and brand awareness
- Helped in campaign to promote residential and commercial tinting, as opposed to just vehicle window tinting
- Through targeted keywording and tagging, I have garnered their **focal video** over 86,000 views

No Xcuses Just Results Personal Training - noxjust.com

- Commercial and video production and deployment using Final Cut Pro, Motion, Premiere, After Effects, and Encore
- Created and optimized YouTube account. Created all videos on the account. Currently at 3,300 organic views.
- By following the marketing plan I created, No Xcuses has met it's client goals and is looking for brick and mortar
- Designed all print media including flyers, postcards, business cards, banners, kiosk materials, and brochures
- Contributor to Blogger account that I established for No Xcuses. Regularly post and monitor to all social networks

New York App Designers - nyappdesigners.com

- Customized a responsive website on a Wix HTML5 host and iFramed customized CSS, Javascript, and HTML pages
- Established all SEO and metadata. Set up all social networks and integrating into site

REALTOOLZ - CHARLOTTE, NC - 2006-2010

Co-created an online real estate investor training program that automated a customized set of operations for them to perform in their business in order to achieve the goals they outlined at their contract's inception.

- Responsible for all website and product design, including SSL certifying and MySQL database management
- Developed automated real estate investor business planning system using Excel, and HTML
- Organized speaking events nationwide at various hotels, schools, and real estate investor associations
- Developed PowerPoint presentations, wrote speeches and content for seminars and boot camps training events
- Hosted almost all talks, seminars, speaking events, guest appearances, videos, and functions

QUEEN CITY HOMEBUYERS - CHARLOTTE, NC - 2003-2010

Acquired real estate agency license and practiced real estate investment. Worked with a team to utilize our collective technology and IT experience in developing programs to accurately determine housing values, repair costs, and selling trends. Developed a report with and successfully assisted hundreds of clients out of foreclosure and poor credit.

- Responsible for all website and product design, including SSL certifying and MySQL database management
- Developed automated real estate investor business planning system using iSalient, Excel, and HTML
- Created instructional and commercial videos, all print and digital marketing pieces, and managed social networking

SKILLS

Mastery of Windows and OSX platforms. Can build computers and work in BIOS. Built a "hackintosh"

Mastery of graphic design programs (Adobe Photoshop, Illustrator, Proficient with InDesign)

Mastery of word processing, spreadsheet, and presentation programs (Microsoft Office Word, Excel, Powerpoint, iWork)

Mastery of audio-visual production programs (Final Cut Pro, iMovie, Camtasia, ScreenFlow, Adobe Premiere, Adobe Audition)

Mastery of Social Networking platforms (Twitter, Facebook, Instagram, YouTube, LinkedIn, SnapChat, Pinterest, etc.)

Mastery of Social Media Analytics (Facebook Insights, Google Analytics, Twitter Analytics, Iconosquare, FourSquare For Business)

Mastery of Keyword Marketing Platforms (Facebook Promotion Tools, Twitter Cards and Ads, Google Adwords and AdSense)

Excellent in Templated Responsive Web Development (Google, HTML, XHTML, CSS, JavaScript, Wix, WordPress, SquareSpace)

Excellent in Project and Product Management, Keywording and Tagging, and generally assessing metrics from aggravated data

Excellent in research using Google Keyword Tools, various search engines like Google and Bing, and social media database crawls

REFERENCES

Donald Tate
Charlotte-Mecklenburg Schools
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Clear Sky Images
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