

SHANTELE DAVID

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ABOUT ME

Experienced Communications and Marketing Assistant with a demonstrated history of working in the non-profit industry. Seeking a position to not only utilize strong creative, marketing, and customer service skills, but to build and grow in a professional environment.

WORK EXPERIENCE

COMMUNICATIONS & MARKETING ASSISTANT

Alzheimer's Orange County | Irvine, CA | September 2016 - December 2017

- Created and scheduled content on all social media accounts
- Designed printed collateral and digital graphics while adhering to branding guidelines
- Captured photos, create videos, and broadcast Facebook Live Events
- Promoted educational programs and special events on all social media channels and e-newsletters
- Created social media toolkits for sponsors and community to increase engagement
- Scheduled and tracked sponsorship and partnership deliverables
- Reviewed metrics on social media accounts
- Maintained website and create new pages
- Connected with printing vendors to find cost-effective printing solutions
- Created new branding logos and collateral for recent mergers with two Adult Day Service Centers
- Managed digital content on lobby screen displays
- Developed new systems and instructional guides for departmental use

NEWBORN SALES PHOTOGRAPHER & TRAINER

Mom 365, Inc. | Torrance, CA | December 2013 - September 2016

- Took studio-like newborn portraits in hospital room setting
- Presented and sold Mom365 products and packages
- Trained new photographers on company and hospital policies, photography and sales techniques
- Mentored new on and off-site photographers for a one year period and reported on their performance
- Award Received: *Platinum Status* - signified leadership, excellent service and over \$100,000 in sales

RECREATION LEADER I

City of Redondo Beach | Redondo Beach, CA | January 2016 - June 2016

- Planned and conducted recreational activities for children ages 6-12 years old
- Facilitated group activities: games, sports, arts and crafts, special events, and talent shows
- Promoted team-building activities and conflict resolution strategies for students

COPY AND PRINT ASSOCIATE

Staples | Carson, CA | October 2012 - April 2014

- Managed print orders and produced top quality products
- Met sales goal quotas to make Staples the top choice in printing solutions
- Replied to first level end-user calls to identify problems, run test copies, and machine troubleshooting

EDUCATION

CALIFORNIA STATE UNIVERSITY, LONG BEACH

Bachelors in Studio Art, Graphic Design | Graduated: May 2012

- Honors: *Phi Eta Sigma* - *Alpha Lambda Delta* - *National Honors Society*, *President and Dean's List*

SKILLS

- Social Media Marketing: Facebook, Instagram, Twitter, Pinterest, purchasing ads, and reviewing audience engagement through metrics
- Website: Basic HTML coding and Wordpress
- E-Communications: MailChimp
- Photography: Experienced with Nikon and Canon equipment, and off-camera lighting
- Adobe Creative Suite: Well versed in Adobe Photoshop, Illustrator, InDesign, and Lightroom
- Microsoft Office: Word, Powerpoint, and Publisher