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| **Kailey N. Sherrick** | Wooster, OH 44691 ▪ 330-464-0834  Kailey.Sherrick@gmail.com https://www.linkedin.com/in/kaileysherrick/ |

**Social Media / Marketing Manager**

*Creative thinker with experience managing day-to-day activities including collaborating with teams to develop consumer-relevant content topics, as well as oversight and management of all published material.*

Professional marketer with extensive experience producing content in various formats including B2B and B2C copy, blog posts, newsletters, articles, social media content, product descriptions, email blasts, and landing pages.

**Areas of Expertise**

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| * Highly experienced in social media management and digital marketing. | * Strong verbal, written, and interpersonal skills and enjoy working with teams and collaborating with clients. |
| * Experienced editing websites and managing content including knowledge of HTML coding and formatting and effective use of SEO. | * Extensive knowledge of Microsoft Office, Photoshop, Sprout Social, Salesforce, Siebel, Oracle, and Adobe Creative Suite software programs. |
| * Accurately track time, maintain benchmarks and metrics for digital reporting. | * Versed in the use of Wordpress, Twitter, Facebook, Instagram, LinkedIn, and Mailchimp. |

# Professional Experience

Diebold Nixdorf, Inc., North Canton, OH

**Social Media Manager**, May 2018 - Present

*Worked as part of the Digital Marketing team to grow MQLs and meet KPIs including follower growth and lead generation while creating and maintaining an online brand voice that captured mind share.*

Created, sourced, and scheduled all social media posts on Facebook, Instagram, LinkedIn, and Twitter. Oversaw owned, earned, and paid social campaigns around industry news, press releases, events, product launches, and more. Refined the Diebold Nixdorf Brand Voice and centered content on the Consumer Journey through posting knowledgeable, actionable content, and helped those who reached out to our channels to ask questions.

* Grew net social followers by 59% year-over-year.
* Increased net engagement across social channels by 83% year-over-year.
* Met and exceeded monthly KPI of 3,200 net followers per month.

INKtastic, Inc., Wooster, OH

**Social Media Manager**, June 2017 - May 2018

*Work with Graphics Design Team to implement marketing strategies, create original social media posts, and maintain company website for this screen printing company.*

Created, scheduled, and maintained social engagement using Hootsuite and Photoshop on regular basis. Implemented marketing strategies for holidays and partner stores. Created original content posts for Facebook, Twitter, and Instagram.

* Increased monthly traffic to website by 15%.
* Implemented hurricane relief fundraising campaign to build customer trust and brand awareness.
* Created a promotion campaign for one product that resulted in over 2,500 units sold.

The Confucius Institute at Cleveland State University, Cleveland, OH

**Graduate Assistant/Social Media Manager**, August 2015 - May 2017

*Managed events, prepared marketing materials, created content, and wrote copy for the Institute.*

As a graduate assistant, created event advertising material, posted on social media, and used in email campaigns. Wrote press releases. Created and posted original content for the Institute's social media platforms. Managed website content.

* Grew email distribution list by 200 subscribers and increased campaign opens by 150%.
* Improved user experience with the website by de-cluttering, organizing categories and subcategories, and rewriting content.
* Successfully implemented a marketing campaign for the Institute's largest annual event.

# Education

**Master of Fine Arts, Creative Nonfiction**, May 2017  
*Cleveland State University, Cleveland, OH*

* + - Creative Essay Editor for *Whiskey Island Magazine*
    - Scholarship recipient, Spring 2017

**Bachelor of Arts, English-Creative Writing and Philosophy**, May 2014  
*Baldwin Wallace University, Berea, OH*

* + - Dean's list Spring 2011 and Spring 2014
    - Member, Alpha Lambda Delta Freshman Honorary Society

# Projects

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| **Freelance Writer, 2013 - Present**  Upon request, create original content for several health and wellness websites including B2B and B2C messaging. Draft newsletters, articles, and short advertisements for trade magazines. Edit content for other writers. | **Intern, May 2013 - August 2013**  Helped create original scripts for advertisements, flyers, and PSA's. Recorded PSA's for streaming internet radio. |
| **Photographer, 2011 - Present**  Upon request, take pictures for high school seniors, families, corporations, products for websites, and sporting events. Maintain online data base website for customers. | **Teaching Artist, October 2016 - May 2017**  Taught poetry to vulnerable youth at the Summit County Juvenile Detention Center. Ran “Voices of Dan Street” wordpress blog to highlight student work. |