

Sirahdia Stewart

Social Media and Content Marketing

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Skills

- Microsoft Office, PowerPoint, Excel, Outlook
 - Copywriting, Photography, Videography
 - Google Adwords, Google Analytics, PPC
 - Adobe Photoshop, InDesign, Illustrator, Premiere, After Effects, and Audition
 - Develop social strategies based on KPIs and monitored trending topics
 - Produce creative content that reflects brand voice and message
 - Increase social media engagement
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Career Experience

ICON Residential

Digital Communications and Content Specialist | 2017 - 2018

- Write Press Releases for news updates and new community launches while cultivating relationships with media sources.
- Provide strategic social media content based on trending and relevant topics.
- Manage new marketing campaign initiatives, social media engagement, and blog content.
- Assist in content management for email marketing campaigns, billboards, and marketing reports.

WON Institute

Social Media and Brand Content Consultant | Contractor 2017- 2018

- Consult Won on social media and marketing best practices and audit Won's digital brand presence.
- Develop digital media tactical planning for social media, partnerships with local businesses, and email marketing.
- Create infographics, newsletter templates, and flyers that engage viewers across multiple platforms.
- Consult on marketing strategies, brand guidelines, and interactive Facebook ads.

glassquid.io

Social Media and Brand Content Consultant | Contractor 2017- 2018

- Launch social media accounts and brand marketing concepts.
 - Successfully implement social media campaigns and relevant blog material that educates viewers on the success of AI staffing, career best practices, and changes in the hiring market.
 - Design engaging and interactive social media banners, digital content, and conference marketing materials.
 - Consult on marketing strategies, brand guidelines, and increase company user base.
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East Coast Defender

Head of Creative | 2015 - 2017

- Head and manage the marketing department, projects, programs and campaigns.
 - Develop creative ideas for increasing brand awareness, growing sales of custom Land Rover Defenders from 12 to 40 within a year.
 - Supervise and coordinate content for media and public figure interactions resulting in features in Maxim Magazine, Uncrate, and Time Magazine, and PR initiatives with high-profile clients.
 - Utilize graphic design skills to create and source all marketing and promotional products.
 - Manage SEO, Paid Adwords, and PPC opportunities to increase sales and brand awareness.
 - Design and maintain the brand website and the custom client portal website via Wordpress for clients.
 - Utilize CRM and CMS programs to manage client data and data capture lists for e-mail and digital marketing campaign initiatives to maximize ROI.
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Busch Gardens Williamsburg

Senior Publicist | 2014

- Create, manage, and schedule content for the social media channels for Busch Gardens and Water Country USA, including Facebook, Twitter, Instagram and other brand channels.
 - Gather information and visual assets to support all websites, microsites, special landing pages, mobile sites, and mobile apps for the Williamsburg parks.
 - Develop tactical digital marketing plans by analyzing and building reports from all initiatives and social media posts.
 - Coordinate and manage in-park events for social influencers, and increase overall fan/visitor engagement.
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Education

Virginia Commonwealth University

Mass Communications | 2013

- Bachelor of Science with a focus in Strategic Advertising
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