

EDUCATION**UNC Wilmington □ Anticipated 2014**

- Master of Science in Instructional Technology; Online Program/DE

Full Sail University □ December 17, 2012

- Internet Marketing *Masters Certificate*

DigitalAtlanta.org Conference □ November 2011**Georgia College & State University □ August 2005**

- Bachelor of Science in Sociology; Milledgeville, GA

EXPERIENCE**Online Marketer & Photographer, Amanda R. Hall Photography □ October 2006 – Current**

- Schedule & photograph weddings and sessions for families, couples and high school seniors
- Create/Design E-Books for wedding portfolios and Annual Reviews
- Update website (www.amandarhallphotography.com) and social media marketing
- Facebook, Foursquare, Google+, Instagram, Pinterest, Twitter, Wordpress, YouTube
- Developed Digital Web Marketer in January 2013 (www.digitalwebmarketer.com)

Social Media Marketer & Executive Assistant to VP, UNC Wilmington □ Sept 2012 – Current

- Schedule and assist with meetings, order supplies, arrange travel and reimbursements
- Maintain website (www.uncw.edu/aa/) and office Twitter @UNCWProvost & @UNCWClinical
- Market online degrees and graduate programs via social media platforms and webpages
- Develop PowerPoint templates for the Office of the Provost and other announcements/events
- Assist with coordination of the UNCW Board of Trustee's meetings and logistics of SACS on-site visits
- On-Campus Coordinator for student course evaluations (IDEA Center/Campus Labs)

Executive Assistant to the Director, Georgia Institute of Technology □ Feb 2012 – Sept 2012

- Executive Assistant to the Director of CQGRD, Research and Grant Center
- Maintained Center's website via Drupal (www.cqgrd.gatech.edu)
- Created and maintained the Center's Facebook Page and Twitter account
- Increased brand awareness and social engagement for Center's community grant involvement
- Plan and execute Center's events: Women In the College, Community Networking Discussions, Holiday Socials, research Groups – which entailed space reservations, email marketing, catering, purchase orders

Executive Assistant to the Dean, Old Dominion University □ Dec 2010 – Feb 2012

- Executive Assistant to the Dean of the Darden College of Education
- Maintained Dean's calendar, scheduled meetings, arranged travel and reimbursements
- Expressed confidentiality with personnel files, assisted with annual evaluations process
- Assisted with planning College events; photographed events and assisted with annual magazine

Office Coordinator, Georgia College & State University □ Jan 2007 – Aug 2010

- Executive Assistant to the Dean of the Lounsbury College of Education
- Hired and supervised Office receptionist and student workers
- Maintained office inventory and ordered supplies as needed
- Photographed departments for marketing eBlasts and Newsletters
- Developed College Honors Program; Coordinated College Graduation and Alumni Events

SKILLS

- Online Marketing & Internet Research; Proficient in both PC and MAC platforms
- Website Optimization & Maintenance (Contribute, Drupal, SharePoint, Wordpress)
- Digital photography, videography, and Adobe Creative Suite - CS6
- Microsoft Office: Excel, Outlook, PowerPoint, Publisher, Word