

EMILY SKEELS

EVENT & MARKETING COORDINATOR

CONTACT

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DENVER, CO

507.458.1401

EDUCATION

SOCIAL MARKETING CERTIFICATE

HOOTSUITE ACADEMY,

FEBRUARY 2018

BA, COMMUNICATION STUDIES

UNIVERSITY OF MINNESOTA,

2012-2015

STUDY ABROAD PROGRAM

DUBLIN CITY UNIVERSITY,

SPRING 2014

SOCIAL MEDIA

INSTAGRAM: @SIMPLYSKEELS

TWITTER: @SIMPLYSKEELS

WEBSITE: WWW.SIMPLYSKEELS.COM

EXPERIENCE

SOCIAL MEDIA COORDINATOR

VISIT WINONA | JULY 2018 - PRESENT

- Design, implement, and manage social media strategies on social platforms (Facebook, Instagram, Twitter).
- Increased Instagram following by 50%.
- Work with local organizations (Winona Chamber, Downtown Council, Parks & Rec) to highlight Winona's best features.
- Received 2018 Best Social Media Campaign from Explore Minnesota Tourism for a Facebook Live campaign.

SOCIAL MEDIA COORDINATOR

WELLINGTON'S PUB & GRILL | MAY 2017 - DECEMBER 2018

- Focused on Facebook engagement and revamping the website.
- Increased total page views (206%) and page likes (1,100%) during the first week.
- Develop strategies to highlight special offers and events.

EVENT COORDINATOR

BE THE MATCH | APRIL 2017 - JUNE 2018

- Managed auditorium rental rental program and event vendors to coordinate successful events that achieved company goals.
- Increased revenue for auditorium rental program by 66%.
- Coordinated setup, catering, and AV teams to ensure events went smoothly.
- Created positive relationships and rapport for Be The Match.

SOCIAL MEDIA COORDINATOR

EMBRACERACE | JANUARY 2018 - MAY 2018

- Kick started EmbraceRace's social media platforms from the ground up.
- Educated nonprofit on social media platforms and how they can benefit their organization.
- Outlined strategies and developed work flows that are now leveraged as part of an overall social media plan.

LIVE PRODUCTION ASSISTANT

MULTIPLE | MAY 2015 - JUNE 2018

- Member of the live event operations team for Minnesota Gophers, Vikings, Wild, Timberwolves, Lynx.
- Camera and LED operator for crowds of more than 55,000 spectators at professional and collegiate sporting events.

LIVE PRODUCTION INTERN

GOPHER DIGITAL PRODUCTIONS | JUNE 2015 - MAY 2016

- Oversaw the production of 75+ live Gopher Athletics sporting events.
- Worked with professional, industry-standard broadcast equipment including: Ross Switcher, Click Effects Crossfire, Daktronics' Show Control, and Sony cameras.

SKILLS & SOFTWARE

- Community engagement
- Digital photography & videography
- Event coordination & promotions
- Social media strategy
- Adobe Creative Cloud
- Constant Contact
- Microsoft Office
- Wordpress