

ADRIANNA COLE

EXPERIENCE

WEBSITE CONTENT PUBLISHER

HUB INTERNATIONAL | OCTOBER 2021 - PRESENT

- Partner with various teams within the marketing department to create and update content such as, but not limited to, blogs, press releases, and product pages on a multi-lingual site
- Responsible for building and editing Outlook 2022 pages for U.S., Canada, and Canadian French
- Ensure responsiveness of the website, and inform development of any bugs within our CMS

WEBSITE CONTENT PUBLISHER

ABBEY CARPET & FLOOR | AUGUST 2020 - OCTOBER 2021

- Created and updated franchise websites
- Wrote SEO blogs and updated elements such as canonicals, title tags, and internal links
- Utilized Google analytics & ahrefs for optimization
- Conducted A/B testing for new website programs
- Created and scheduled social media posts
- Part of 2021 Virtual Convention project team responsible for: writing copy, creating product & service pages, and analyzing member participation throughout event

CONTENT SPECIALIST

VECTRA DIGITAL | MARCH 2020 - JUNE 2020

- Managed social media accounts
- Created and sent e-blasts with UTM tracking codes
- Wrote SEO blogs, press releases and website copy

NEWS PRODUCER

WINK-TV | JUNE 2018 - MARCH 2020

- Picked, organized, and wrote hard news stories for an hour-long broadcast
- Selected videos and sound bites for on-air stories.
- Communicated changes, breakers, and runtime with reporters and anchors during newscast
- Picked topics, wrote questions, and communicated with guests before in-studio interview. Edited and posted interviews onto station's website

COMMUNICATIONS ASSISTANT

FPC LAKELAND | SEPT 2016 - MAY 2018

- Created and produced videos, designed posters, and updated slides promoting church events
- Managed social media accounts
- Sent out e-newsletter using Constant Contact

CONTACT

954-732-6327

FLUENT IN ENGLISH AND SPANISH

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WWW.ADRIANNACOLE.COM

EDUCATION

B.A. IN BROADCAST, PRINT, ONLINE MEDIA

MINOR IN RELIGION

FLORIDA SOUTHERN COLLEGE | 2015-2018

SUMMA CUM LAUDE

HONOR SOCIETIES

LAMBDA PI ETA

THETA ALPHA KAPPA

NATIONAL SOCIETY LEADERSHIP & SUCCESS

SKILLS

- Fully bilingual - English and Spanish
- Detailed and accurate writing
- Quick and effective decision making
- Video editing and production
- Microsoft Office
- Social media strategy
- Photo editing
- Layout design
- Proficient in Photoshop, InDesign, Salesforce, Hootsuite, Loomly, Sprout, MailChimp, Constant Contact, Canva, CSS, HTML, Wordpress, Sitecore, and Weebly
- Knowledge of Illustrator, Aftereffects, Audition, and Javascript

CERTIFICATIONS

- Adobe Premiere CS5 & CS6
- Google Analytics Beginners, Advanced, Power Users & Tag Manager
- Hubspot Academy Inbound Marketing, SEO, Social Media Marketing, & Growth Driven Design.

MARKETING INTERNSHIPS

MAXIMIZE DIGITAL MEDIA

JAN 2018 - MAY 2018

FLORIDA SOUTHERN COLLEGE

JAN 2016 - FEB 2017

VIDEO INTERNSHIPS

FLORIDA SOUTHERN COLLEGE

JAN 2017 - MAY 2018

JOHN BEAN TECHNOLOGIES

JUNE 2017 - OCT 2017