

ADRIANNA COLE

EXPERIENCE

WEBSITE CONTENT PUBLISHER

ABBEY CARPET & FLOOR | AUGUST 2020 - PRESENT

- Create and update franchise websites
- Update SEO elements such as canonicals, title tags, and internal links.
- Utilize Google analytics to enhance member sites
- Write SEO blogs and website copy
- UAT Testing for new website programs
- Create and schedule social media posts
- Developed new system for managing franchisee and corporate social media accounts
- Part of 2021 Virtual Convention project team responsible for: writing copy, creating product & service pages, and analyzing member participation throughout event
- Successfully transferred all sites to new server
- Created canonicals for all franchise websites that have custom domain names
- Updated reCAPTCHA on all our sites to v2i

CONTENT SPECIALIST

VECTRA DIGITAL | MARCH 2020 - JUNE 2020

- Created and scheduled monthly social media calendars
- 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 gave time codes to editors for on-air stories.
- Wrote on-the-spot breaking news during newscast
- 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 on church ministries and events
- Managed social media accounts
- Sent out e-newsletter using Constant Contact

CONTACT

954-732-6327

FLUENT IN ENGLISH AND SPANISH

ADRIANNA.GR.COLE@GMAIL.COM

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
- Quick and effective decision making
- Detailed and accurate writing
- 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, Wordpress, Sitecore, and Weebly
- Knowledge of Illustrator, Aftereffects, and Audition

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