

Calley Baxter

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Education

The University of Akron - Akron, Ohio
Master of Arts in Strategic Communication

Graduated: May 2023
GPA: 3.7/4.0

Youngstown State University - Youngstown, Ohio
Bachelor of Arts in Communication Studies
summa cum laude

Graduated: May 2021
GPA: 3.9/4.0

Work Experience

Broadband Hospitality - Youngstown, Ohio

July 2022 - February 2023

Director of Marketing

- Managed website content and tracked traffic for optimal user experience and search engine visibility
- Executed successful email and social media marketing campaigns, optimizing performance with data-driven insights
- Coordinated marketing campaigns and media promotions, ensuring alignment with brand strategy
- Directed trade shows and exhibitions from planning to execution, achieving measurable results with effective sales and marketing materials

P.I. & I. Motor Express - Masury, Ohio

Social Media Coordinator

August 2021 - July 2022

- Successfully led campaigns on social media platforms such as Facebook, Instagram, and LinkedIn
- Strategized and executed comprehensive social media strategies, including community management
- Created highly engaging content, including graphics, short-form videos, and photography assets, that drove social media performance
- Monitored analytics to identify areas of opportunity, resulting in a 50% increase in Facebook engagement within the first month

Youngstown State University - Youngstown, Ohio

Social Media Student Assistant

November 2020 - May 2021

- Oversaw management of social media platforms, including Facebook, Twitter, Instagram, and LinkedIn
- Created compelling content to foster audience interaction and participation
- Collaborated effectively with team members to develop and execute large-scale social media campaigns
- Managed collection and organization of photo and video assets for campaigns and events
- Demonstrated excellent copywriting and editing skills with meticulous attention to detail, ensuring high-quality and error-free social media content

The Walt Disney Company - Orlando, Florida

Disney College Program Intern - Quick Service Cast Member

January 2020 - March 2020

- Consistently recognized by leaders, coordinators, and guests for exceptional service
- Prioritized guests' health and safety by adhering to protocol and food-handling practices
- Developed strong communication skills by effectively bridging language barriers
- Thrived in a high-volume, fast-paced work environment by successfully managing multiple tasks and maintaining composure under pressure

Certifications

Google Analytics for Beginners, 2022, *Google Analytics Academy*

SEO Certificate, 2022, *HubSpot Academy*

Social Media Marketing Certificate, 2021, *HubSpot Academy*

Content Marketing Certificate, 2020, *HubSpot Academy*

Skills

Social Media Platforms; Social Media Management Software; Canva; Constant Contact; Google Analytics; DSLR Photography; Content Creation; Brand Management; Copywriting