



Rashad Davis

HR & Social Media Manager

225.200.1012

rdrecruits@gmail.com

Experienced Social Media Expert passionate about Human Resources as well as Social Media branding and increasing the online presence of businesses across diverse industries.

Work Experience

05/2009 - Present

Social Media Manager/Client Acquisitions T86 Marketing Agency

Achievements

- Acquired clients generating over \$40,000 in revenue in 2017
- Helped client **Graduation Achievement Charter High** school reach enrollment goals for Fall '16 school year
- Strategize and communicate budget to accomplish social media goals with each client
- Manage posting calendar to ensure we are posting engaging content to the correct channels at the desired frequency via Hootsuite & Sysomos
- Create social media campaigns on Facebook, Twitter, and Instagram to increase brand awareness and initiatives using StoryStream.
- Provide weekly metric reports tracking growth and progress of social media campaigns utilizing Google & Twitter analytics, and Facebook Ad Manager presented via PowerPoint.
- Maintain currently enrolled students and re-enrolled previous students for client **Atlanta Public Schools** through email campaigns via MailChimp
- Secure relationships with major publications by engaging company profiles and their followers via Instagress. Increased placements by 30%

06/2016 - 11/2016

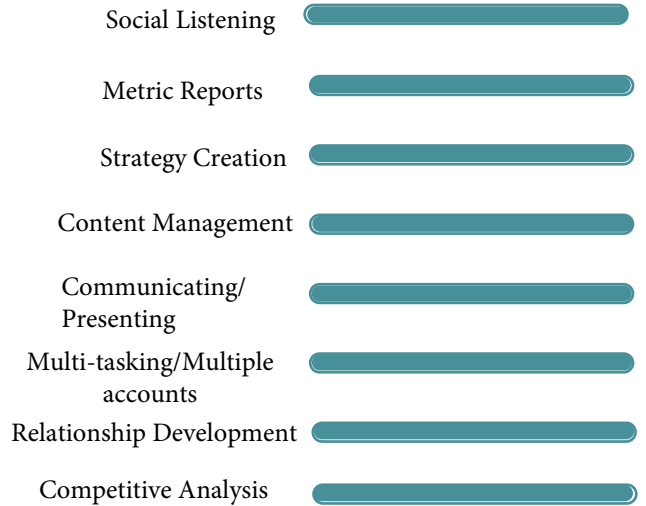
HR General Clerk (contractor)

Delta Air Lines

Tasks/Achievements

- Thoroughly reviewed electronic complaints concerning discrimination, sexual harassment, and workplace harassment for each HR file and provided investigative assistance when needed
- Perform Administrative tasks including manage Master List of Employees on excel spreadsheet, update Delta SAP platform, & maintain electronic employee journals
- Serve as Lead on project status updates throughout the project, report directly to OSM

Skills & Competences



Tools & Resources

- Hootsuite
- MassPlanner
- MailChimp
- Sysomos
- StoryStream
- Crowdfire
- Google Analytics
- Twitter Analytics
- Facebook Ads Manager
- Google Adwords
- Microsoft Office
- Adobe

Interests

Blogging | Volunteering | Basketball Coaching | Youth Leader | Video & Photography

Education

Bachelor of Science, Business Marketing
Southern University A&M - July 2008