

DEANDRE HENDERSON

*Digital Marketer/Social
Media Specialist*

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☎ (804) 426-0249

📍 Richmond, Va

EDUCATION

Bachelor of Science

Marketing

Virginia State University

📅 August 2016 - May 2020

📍 Petersburg, VA

SKILLS

- Instagram, Twitter, Facebook, Pinterest, YouTube, TikTok
- Google Analytics, Google Docs, Google Sheets
- Photoshop
- SEO
- Paid social media advertising
- Project Management
- CRM
- Communication
- Detail-Oriented
- Leadership

CAREER OBJECTIVE

A marketing expert with huge passion for marketing, media, advertising, and technology and five years working experience in media, marketing and promotion, media planning, sponsorship, and ad sales. As well as experience working with the various Microsoft Office application tools, to provide quality support to the planning and execution of company marketing programs.

WORK EXPERIENCE

Digital Marketing Associate

Lead By Xample LLC

📅 January 2018 - May 2021

📍 Richmond, Va

- Developed and owned the social media strategy and content for brands that totaled 50k followers across all social channels in the first year of employment
- Managed a team comprised of an associate social media manager and a videographer
- Developed a comprehensive paid acquisition strategy across Google, Facebook, and industry newsletters, resulting in new leads that generated \$100,000 in 2019
- Tracked email and social campaigns, and determined opportunities to optimize in SEO, design, and content, resulting in an average of 7% more customers per month

Social Media Marketing Specialist

Space Invaders

📅 April 2017 - May 2020

📍 Atlanta, GA

- Co-managed 3 social platforms, including Facebook, and planned content, scheduled content posts, and tracked performance
- Grew social platforms to include TikTok, YouTube, and Snapchat in the last 2 years of tenure
- Created unifying contents to build brand reputation and clarity, growing combined following by more than 100K
- Reported social media insights and SEO results to leadership team, and executed changes to improve engagement by 31%
- Used Photoshop to create compelling visualizations that regularly had engagement in excess of 10K likes, comments, and shares

Marketing Coordinator

Victory Travel

📅 September 2015 - February 2020

📍 Richmond, VA

- Worked closely with the content marketing manager to represent the voice of the customer to generate new blog post ideas and amplify those posts on social media
- Owned social media presence across Instagram, Youtube, Facebook, LinkedIn, Twitter, and Pinterest with 5-12 posts a day covering the company brands
- Handled all customer inquiries coming via social media, kindly and ethically resolving 100% of issues without escalation

- Developed online marketing campaigns, effectively increasing followers by 1,400+ and driving brand awareness

Project Manager

DTLR

📅 August 2014 - May 2020

📍 Richmond, VA

- Collaborated with a team of 2 project managers to work cross-functionally with software and marketing teams to align marketing messaging with the project scope
- Set and met 93% of goal deadlines, allocated budget, and worked across software, marketing, and executive teams to ensure teams were properly resourced
- Worked closely with the product management team to scope customer requested features and determine which features would provide the highest return on investment
- Maintained up-to-date customer records in HubSpot CRM while interacting with customers across email, phone, and social media
- Interacted with 75+ high-value clients, and fostered relationships through a deep knowledge of the product and client needs