

Chanelle Kacy-Dunlap

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* Contracted
by Creative
Circle

Experience

Population Services International*

Associate Digital Manager

May 2020 -Present

- Created, scheduled, and updated content/imagery for social media, blog posts, newsletters and web pages based on current trends.
- Provide programs with campaign-based, monthly and quarterly reports on: Blog traffic, Twitter, Facebook, Instagram, and LinkedIn
- On a campaign basis, create social media dissemination strategy, execute it, track it, report on its impact to the client, and recommend changes when appropriate
- Consistently increased following on social channels by ~800 followers weekly through various strategies
- Assist PSI with website-wide updating process which includes flowing content into a newly designed site with over 200 pages

American Pharmacists Association*

Marketing Coordinator

December 2019 – March 2020

- Implement digital marketing campaigns through email, social media, and press releases.
- Assists marketing staff in developing and managing campaign metrics reports.
- Manage project calendars, tracking job progress, providing status update to the team, and performing as a liaison between the marketing team and internal clients.
- Schedules and supports marketing team meetings to help maintain proper workflows and keep project timelines on target.
- Manages the calendar and placement of advertising across APHA digital and printplatforms.

Jesuit Refugee Service*

Communications Associate

May 2019 – October 2019

- Implement existing plans for communications activities to advance goals and objectives of JRS/USA communications plan while the communication Director and Coordinator are out on maternity leave.
- Generate online content (web stories, videos, and social media) that engages JRS/USA's key audience and leads to measurable action.
- Build and execute digital marketing campaign assets including the development and launching of email messages, donation pages, online engagement action pages, and building the relevant coding and URL tracking
- Work with other JRS/USA staff and departments on the development, distribution, and maintenance of all print and electronic collateral including, but not limited to, JRS/USA's website, newsletters, brochures, annual report, and fundraising materials.
- Write statements regarding latest immigration or refugee policy update

AKB Strategies*

Communications Assistant

February 2019 – May 2019

- Overseeing implementation of communication plans, including stakeholder engagement, media outreach, social media, environmental scan research, and content creation
- Developed and coordinated the launch and optimization of monthly digital e-newsletter including compiling programmatic information, highlighting staff, and other online cultivation actions while growing the newsletter constituency base of the client
- Developed and orchestrated brand content strategies across channels, from direct mail to website content to social media
- Contributed to brainstorming and preparatory research for Cliff Bar campaign launch & monitor metrics of Cliff Bar Ambassador program
- Developed social media guidelines for non-profit client

Burson, Cohn & Wolfe*

Media Monitor and Researcher

October 2018 – December 2018

- Developed and customize materials, including but not limited to media alerts, talking points and station call lists
- Assisted with media tour logistics such as interview confirmations
- Facilitated and perform ongoing monitoring of news, social media outlets, and sources across multiple platforms, including television, radio, print, and digital.
- Drafted summaries and memos about trends, narratives, and emerging topics in the media landscape pertaining to client.
- Wrote content about topics and trends observed through monitoring and data collection.

Union of Concerned Scientists (UCS)

Communications Fellow

July 2017 – August 2018

- Pitched editors and reporters on story ideas on average 3 times a week
- Scheduled television appearances and radio interviews for our scientists and experts
- Created talking points for scientists and experts who meet with legislators and testify on the hill
- Assisted with event publicity, media training, and public relations logistics
- Implemented and wrote organic and paid Twitter, Facebook campaigns optimized for SEO

Edelman

Assistant Account Executive

January 2017 – June 2017

- Provided assistance for implementing digital marketing campaigns including email, social media, and press releases.
- Facilitated planning, partner outreach, and event execution for client events
- Assisted marketing staff in developing and managing campaign metrics reports.
- Liaison between clients and influencers for respective campaigns
- Draft marketing plans for client campaigns

Education

University of Central Florida
Bachelor of Arts – Political Science – Comparative Politics

Orlando, Florida
December 2016

Skills

Adobe's Creative Suite | Prezi | SharePoint | Microsoft (Word, Powerpoint, Excel) | Fluent in English, French |HTML| SEO | Google Analytics | Hootsuite | Video editing | **MEDIA:** Cision | Muckrack | Newswhip | Meltwater | **CRM :** Cheerity | HubSpot | Salesforce | **CMS:** Drupal | Wordpress | **PROJECT MANAGEMENT:** Smartsheet | Asana | Slack | Dropbox | Amoebee| **EMAIL:** Adestra | Constant Contact| Mailchimp | Salesforce: Pardot

