

Grant Schol

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Social Media Manager, Sam M. Walton College of Business | Fayetteville, Arkansas | August 2022 - Present

- Grew the college's Instagram following by 105%, Facebook by 76%, and LinkedIn by 75% with daily custom content.
- Track post performance and utilize analytical data to determine future content strategy.
- Act as a resource to college account managers to ensure brand consistency and by training the online Loomly platform.
- Engage key stakeholders to develop, execute, and evaluate content customized for different college audiences.
- Provide consultation to administration on leveraging personal social media accounts to elevate the profile of the college.
- Manage social media intern and video production assistants and delegate additional content creation needs.
- Provide photography services to the college for a variety of internal and external uses.
- Utilize project management system to organize and execute inter-office and college-wide requests.
- Work in the Adobe Creative Suite to create graphics, video content, and edit photography for social media.

Sr. Marketing Coordinator, J.B. Hunt | Lowell, Arkansas | May 2021 - August 2022

- Project managed 9 video shoots in Lowell and 3 out of state by planning logistics and leading as the on-site producer.
- Conducted unscripted video interviews to generate engaging, authentic, and emotional content.
- Solely managed the pre-shoot logistics by sourcing needed equipment and vetting all interviewees prior to shoot date.
- Coordinated external and internal projects production shoots, ad campaigns, PR efforts, and company events.
- Managed external posting on vendor websites to drive organic and paid lead generation.
- Served as main point of contact for several high-needs internal stakeholders by providing marketing strategy updates.

Study Abroad Specialist, AFS-USA | New York, New York | June 2019 – July 2020

- Advised and built trust with clients to determine program choice, scholarships offerings, and special considerations.
- Maintained relationships with overseas partner offices and domestic staff to ensure a seamless customer experience.
- Coordinated with colleagues and supervisors to ensure team goals were met.
- Collaborated with team members and managers to develop and implement integrated marketing strategies.
- Utilized Salesforce to review and process 400+ applications to exceed assigned recruitment goals.
- Managed all incoming communication from assigned clients and promptly provided necessary feedback.

Assistant Director, Harding University in Florence | Florence, Italy | July 2016 – April 2019

- Assisted with the planning and execution of three, 90-day long programs per year by providing student academic support, coordinating day to day activities, leading orientations, managing student employees, and creating public relations initiatives.
- Collaborated with the program director and other staff to ensure successful program operation.
- Solely managed the scheduling of ongoing student activities each program cycle.
- Served as the direct liaison between the university students and Italian staff.
- Managed the creation of digital media for marketing purposes and social media content strategy.
- Planned and created newsletters sent to program stakeholders and maintained mailing lists.
- Created and promoted initiatives to external audiences including parents, alumni, and government entities.

Campus Photographer, University of Central Arkansas | Conway, Arkansas | October 2015 – June 2016

- Provided official photographic needs for the university's initiatives and branding.
- Executed new and continuous marketing campaigns and efforts towards the university's admissions, public image, and brand messaging. Assisted with art direction of all outgoing marketing pieces.
- Managed the University's official Instagram account and Admissions Office social media platforms.
- Successfully partnered with various stakeholders across campus in order to determine the best suited photographic needs that also aligned with content strategy and managed relationship with branding agency.
- Maintained relationships with outside media to increase brand and marketing reach.

Master of Arts in Communication | University of Arkansas | Fayetteville, Arkansas | August 2023 – 2025, expected

Bachelor of Arts in Public Relations | Harding University | Searcy, Arkansas | August 2011 – May 2015