

PEYTON CLARK

paclark6@gmail.com

(434)989-9276

Gilbert, AZ 85297

SUMMARY

Dedicated professional with excellent communication, time management, interpersonal and creative thinking skills. Frequently praised as hardworking, problem-solving and planning by my peers. Aiming to leverage my strengths and abilities to successfully to help your company achieve its goals.

SKILLS

- Digital Content Development
- Audience Analysis
- Photo and Video Editing
- Post Optimization
- SEO Strategies
- Analytics and Reporting
- Social Media Platforms
- Public Relations
- Managing Editorial Calendars
- Influencer Collaboration
- WordPress
- KPIs Identification
- Microsoft Office
- Audience Engagement
- Writing and Editing
- Digital Marketing
- Adobe Creative Suite
- MS Excel
- Keynote

EXPERIENCE

SOCIAL MEDIA COORDINATOR | 01/2022 to 03/2023 **Nomadic Agency - Phoenix, AZ**

- Spearheaded creation of blogs and social media content.
- Tracked and analyzed social media and online marketing initiatives.
- Created social media marketing strategies and oversaw management of accounts.
- Calculated impressions to report results of marketing campaigns.
- Supported SEO initiatives to improve content, keywords and branding.
- Corresponded with social media clients to utilize positive feedback and posts to better promote brand.
- Posted new content for products and services when managing marketing and release calendars.
- Directed social media and digital marketing strategy and initiatives to promote brand building, guest retention and revenue-focused activities.
- Monitored advancements in social media and technology, working with marketing teams to adopt new platforms and facilitate integration into marketing plans.
- Developed and implemented strategic social media marketing plans.
- Collaborated with public figures, companies and press to boost and enhance brand on social media.

PUBLIC RELATIONS INTERN | 01/2021 to 05/2021 **Arizona State University Athletics - Phoenix, US**

- Assisted with planning and execution of private, company and client events.
- Created original content for blog posts and website articles.
- Responded to requests for information from media or designated spokesperson or information source.
- Conducted market and public opinion research to determine potential for service's success.
- Monitored media coverage on events and media releases to create press clippings.
- Wrote press releases or other media communications to promote clients.
- Drafted social media posts and created videos with eye for viral content strategies.
- Established or maintained cooperative relationships with representatives of community, consumer or public interest groups.

WRITER | 05/2020 to 01/2021

Az Big Media - Phoenix, AZ

- Applied strong writing, editing and proofreading abilities to each assignment to produce best possible content.
- Performed in-depth research into topics to write clear and accurate copy.
- Followed detailed guidance for how to structure, write and research articles.
- Consulted with business owners to clarify content needs when creating final draft documents.
- Organized and tracked multiple projects to meet tight deadlines.
- Used strong grammar and research skills to craft well-written, mistake-free copy.
- Adjusted tone and content to reach wide range of audiences.
- Incorporated feedback from editors and subject matter experts into writing material.
- Checked content for conformance with SEO best practices.
- Managed web content by configuring links, texts and images following automated workflow.

EDUCATION

Arizona State University - Phoenix, AZ

Bachelor of Arts

Journalism and Mass Communication, **05/2021**

Maricopa Community Colleges - Chandler-Gilbert Community College - Chandler, AZ

Associate of Arts

Communications, **08/2018**

LANGUAGES

German:



Professional

Spanish:



Limited

**WEBSITES,
PORTFOLIOS,
PROFILES**

- <https://peytonamberclark.weebly.com/>
- <https://www.linkedin.com/in/peyton-clark-8372a8180/>