**Jason Hines**

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**Summary**

Digital marketer with a detail oriented and creative mindset. Passion for learning and developing my skills professionally and personally. I enjoy being a critical thinker, generating seamless results and becoming a subject matter expert. I thrive in a team and individual setting to optimize my performance. Experienced in managing social media accounts with over 25,000 followers and growing. I am very energetic and enthusiastic in pursuing my career and passions within social media and marketing.

**Certifications/Skills**

* Content Marketing
* Social Media
* HubSpot CRM
* HubSpot CMS
* Email Marketing
* Google Analytics
* Proficient Spanish/Basic ASL
* Microsoft Office
* Search Engine Optimization (SEO)
* Canva
* Sustained Dialogue Training

**PROFESSIONAL EXPERIENCE**

Digital Content Intern- altafiber June 2022- Present

* Create engaging content for social platforms- TikTok, Instagram, LinkedIn, Facebook, and YouTube
* Manage content through HubSpot, Smartsheet, Microsoft Office, SharePoint, Adobe, Canva, and Capcut
* Generate over 400% increase in TikTok followers and counting since employment
* Write informative blogs for altafiber residential website
* Analyze data to develop strategy for social media and email campaigns
* Create digital media for blog landing pages and advertisements through Canva
* Review potential influencers to implement paid marketing strategies to meet metric goals

Marketing Director- Flow Crepes January 2023- Present

* Responsible for all marketing and branding; website, social media, email, and traditional marketing
* Coordinate posting schedule
* Curate photo and video content for digital assets
* Design and prepare reports for owner

Social Media Coordinator- International Programs Office January 2023- Present

* Responsible for all social media platforms; Instagram and Facebook
* Utilize Canva and Photoshop to generate social posts

Email Automation Lead- American Marketing Association UT Agency January 2023- Present

* Manage contact list for AMA agency
* Delegate task to email team and collaborate with other agency members
* Leverage automation tools to maintain efficiency

VP of Communications- American Marketing Association UT May 2022- Present

* Manage all digital assets of AMA UT; WordPress website, social media, and email marketing
* Create and initiate marketing campaigns through HubSpot
* Manage and responsible for mentoring a team of over 10 people
* Interview and train new members under the communications team
* Ensure content calendar is being used and followed across all departments to meet all deadlines
* Implement new business processes and workflows to improve productivity and strategy
* Successfully maintain strong relationships with other VPs and student organizations at UT

Director of Social Media & Engagement- American Marketing Association UT January 2022- May 2022

* Managed and responsible for all social posts for The American Marketing Association at UT
* Tracked analytics manually, reporting results through Excel to maximize engagement of social platforms
* Conducted hashtag research to maximize reach and engagement on social posts
* Responsible to mentor Subject Matter Expert of Social Media

Social Media Lead for Agency- American Marketing Association UT January 2022- May 2022

* Assessed client’s current social media practices and advised a developed strategy
* Researched and collected competitors’ social media practices and standings
* Constructed diagrams of examples for posts, captions, hashtags, and bios
* Presented findings to C-Suite in an organized manner using PowerPoint

SME of Social Media- American Marketing Association UT September 2021- January 2022

* Collaborated with media team to develop social media post, specifically LinkedIn
* Created and developed an analytics sheet for our social media platforms to track engagement
* Initiated a marketing strategy to increase engagement and social post performance

Digital Media and Marketing Assistant- Black Student Union UT January 2022- April 2022

* Created from scratch digital media flyers in Canva for social post and generate their associated captions
* Coordinated posting schedule according to club’s events

**EDUCATION**

University of Tampa- Tampa Florida August 2021- May 2024 (expected)

* B.S. in Marketing
* Minor: Spanish, Leadership Studies
* Societies: President’s Leadership Fellow, American Marketing Association, and Black Student Union

President’s Leadership Fellows Program- University of Tampa August 2021- May 2024

* 30-student cohort chosen from entire student class for leadership development
* Develop leadership skills through innovative group events and activities
* Mentor Freshman class student on leadership development skills
* Foster non-profit organization efforts to create sustainable change

**VOLUNTEER**

President Leadership Fellows (PLF) Retreat Facilitator August 2022

* Organize freshman retreat activities revolving student leadership
* Present as a mentor and provide career & college navigation advice

Metropolitan Ministries- Tampa, FL August 2021- Present

* Reiterate mission to continue serve the less fortunate in the Tampa Bay Area
* Spanish speaking volunteer to help those who cannot speak English

Career Closet November 2021- June 2022

* Surveyed samples of students and faculty to determine their needs for a campus career closet
* Develop research to present to coordinators to request closet space