

# Rodricus Kirby

*Social Media Manager*

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## Skills

- Adobe Photoshop
- Adobe Illustrator
- Adobe Premiere Pro
- Social Media Platforms
- Hootsuite (Social Media Management)
- Mailchimp (Email Marketing)
- Tatango (Text Marketing)
- Mobile SMS Campaigns
- Google Ad Words
- Facebook Ads
- Google Analytics
- Wordpress, HTML, SEO, Online CMS
- Visual Storytelling
- Writing for Diverse Audiences
- Cause Marketing

## Education

### Full Sail University

*Bachelor of Science in*

*Media & Communications*

Anticipated Graduation: 2018

### Memphis College of Art & Design

Program: Digital Media

Attended: 8/2001-5/2003

### Social Media:

About.me/RodKirby

## Career Summary

Versatile and creative visual storyteller with more than 10 years of experience in social media marketing and digital design.

## Accomplishments

- Increased Goodwill's YouTube views by 32% with quality storytelling.
- Increased Goodwill's web traffic by 80% through digital & social media advertising.
- Produced viral social content that reached more than 6.4K people and viewed 3k times on Goodwill's Facebook page.
- Increased Goodwill bookstore sales by 20% using viral video marketing.
- Launched successful Facebook ad campaigns that reached 66,101 local shoppers for the first sale in Memphis Goodwill's 90-year history.

## Work Experience

October 2015

Present

### Digital Media Coordinator, *Memphis Goodwill Inc., Memphis, TN*

- Managed day-to-day activities across all of Goodwill's social media platforms and online communities (posting, responding, engaging).
- Established digital marketing KPI's (key performance indicators) that drove Goodwill's successful earned social growth YOY (year-over-year).
- Produced 12 Goodwill employee spotlight, company overview, and promotional video stories.
- Created social media content tailored for specific marketing channels and audiences on Twitter, YouTube, Facebook, and Pinterest.
- Hosted "Facebook live" tour of Goodwill facilities with WMC Action News 5 Co-Anchor, Kontji Anthony.

March 2015

September 2015

### Graphic Designer, *KE Printing & Graphics, Memphis, TN*

- Designed brand identities, digital graphics, and print media graphics for 30 small businesses, churches, and organizations.
- Created unique content for KE Printing's online marketing campaigns.

June 2002

February 2015

### Freelance Digital Media Manager, *Kirby Media Productions, Memphis, TN*

- Managed social media platforms & daily activities for Math Made Simple, Wilbert Financial Strategies, and music producer, NoDazeOff.
- Developed 15 Wordpress websites, created 20 brand identities, and produced 10 promo videos for various small businesses.
- Wrote, shot, and produced 5 TV commercials, 2 music videos, and 4 short films.