

EILEEN GRAHAM

ABOUT

NATIVE WASHINGTON, D.C.
CREATIVE PIONEERING IN
ORGANIZATIONAL COMMUNICATION,
ONLINE MARKETING AND DESIGN

703-402-2283

EILEEN.R.GRAHAM@GMAIL.COM

Experience

SOCIAL MEDIA SPECIALIST

Prince William County Parks & Recreation

2012 - PRESENT

- ✦ Wrote, designed and distributed bi-weekly e-mail campaigns, press releases and/or targeted newsletters with an average open/click-through rate of 29.08%, well above industry average of 13%
- ✦ Doubled Facebook social following since hire to more than 5,200 fans for multi-million dollar county industry with increased engaging content
- ✦ Increased average total organic Facebook page reach by 3,318% in 21 months for a struggling brand
- ✦ Wrote action-oriented digital and print ad copy and designed online ads branding
- ✦ Initiated traffic-drawing website content changes and informational organization for direct public consumption

PROMOTER

Eileen Graham Music

2001 - PRESENT

- ✦ Designed targeted promotional materials including website, social media content, posters and ad campaigns, as well as complete album design with consistent branding for CD releases
- ✦ Maintained engaging content for fans on Twitter, Facebook, Reverbnation, Tumblr and self-hosted Wordpress website

TECH BLOGGER

Manassaspatch.com (AOL)

2010 - 2011

- ✦ Weekly columnist for local online news source, creating dialogue on social effects of technology
- ✦ Consistently authored site's most popular posts

Skills Profile

newsletter development
public relations
graphic design
content generation
online marketing

advertising copy
desktop publishing
press releases
MAC OSX & iOS
Adobe Creative Suite

social media
proofreading
Adobe Lightroom
Microsoft Office
AP Style

Education

James Madison University '09

B.A. in Media Arts & Design: Journalism and Music Industry

Semester in London study abroad program

Dean's List 2007, 2009