

# 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