

HEATHER CORTRIGHT SINDA

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SUMMARY I am a well-rounded and goal-oriented professional with a passion for communications. I function with a high standard of work ethic and self-motivation toward constant professional growth and advancement. A loyal team-player, I believe an organized strategy of communication is vital for every business' ultimate success.

EXPERIENCE

Social Media Specialist 2014-2015

Milton Ruben Auto Mall, Augusta, GA

- Manage online persona via social media networks for four stores within Auto Group to engage and maintain relationships with customers and community
- Shoot and edit photos at events and daily business around dealership for publication online and in print
- Shoot content-rich videos, edit, upload, and optimize for search engines. Increased lifetime views of dealership YouTube channel by 750k+
- Design graphics for print and digital marketing to support campaigns
- Plan and write blogs for search engine optimization (SEO)
- Write, distribute press releases
- Manage online reputation, helping Auto Group achieve multiple national and regional customer service awards

Photojournalism Intern

2011, US Army Cadet Command, Fort Knox, KY

- Attached to a unit of Reserve Officer Training Corps Cadets during Leadership Training Course and documented daily training for publication in daily gallery
- Worked with writers and military personnel to plan and shoot story-telling images for article accompaniment online

2013, US Army Cadet Command, Joint Base Lewis-McChord, WA

- Photographed training of Reserve Officer Training Corps Cadets as they completed the Leadership Development and Assessment Course
- Selected quality story-telling images for daily publication through social media and in military marketing campaigns

Administrative Assistant, Media Coordinator

2011-2012 Sandhills Nonprofit School for Learning Differences, Columbia, SC

- Photographed events for class galleries and commercial use
- Planned and developed promotional graphics (eg: invitations, brochures, advertisements, posters, etc) for print and distribution to 2000+ alumni, parents, and local community businesses
- Designed and distributed weekly e-newsletter to 200 teachers and parents

EDUCATION

Bachelor of Arts in Visual Communications

2011, University of South Carolina, Columbia, SC. Cum Laude, GPA: 3.6
Focus in Military Media, Minor in Psychology

Social Media Marketing Certification

2016, MarketMotive.com

SKILLS

Creative

Adobe Photoshop
Adobe Lightroom
Adobe InDesign
Adobe Illustrator
Adobe Premiere Pro
Nikon D600
Nikon D5000
Canon 40D
Canon 1D Mark iv
Informational Graphics

Technical

Microsoft Office
Mac OSX
Basic SEO

Social Media

Facebook
Twitter
LinkedIn
Wordpress
Blogspot
YouTube
Google+
Flickr

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