

# 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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