



REBECCA S. METRAS

Digital Marketing Specialist

CONTACT



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EXPERIENCE

Aug 2022 - Present **CENTRAL AVE COMPASSIONATE CARE**
CREATIVE MARKETING SPECIALIST AYER, MA

- Work with Director to meet creative content needs and provide a constant stream of ideas to engage with our audiences.
- Build relationships with industry professionals as well as contacts for print, publishing, and collaborations.
- Run all company social media accounts; answer messages and maintain relationships with online community.
- Regularly develop online content (videos, reels and static images) and organic posts that are engaging and reference current trends; maintain social media content calendar.
- Fulfill graphic design needs for billboards, online marketing campaigns, retail/boutique merchandise, and product packaging; ensure brand guidelines are met.
- Write, proofread, and edit creative copy for internal staff, online platforms, and larger campaigns.
- Conduct internal audits of company websites and make changes to improve and update websites via wordpress.
- Analyze and report on the performance of campaigns via google analytics, sprout social, and Facebook analytics.

June 2020 - Oct 2021 **OHIO JOB AND FAMILY SERVICES**
MULTIMEDIA SPECIALIST LIMA, OH

- Establish and solidify written standards and procedures for scripting, filming and editing video productions.
- Execute all video productions, including commercials for various large and small Allen County companies.
- Work with Marketing Coordinator to develop geo-targeted recruitment campaigns that include graphics, video, and copy.
- Expertise in logo creation and animation .
- Design & schedule weekly social media content; create monthly reports, provide recommendations based on data.
- Created email newsletters via constant contact.
- Knowledgeable in google analytics and front end coding with the goal of fluid UX design.

Sept 2016 - Aug 2020 **PANERA BREAD**
LINE COOK - DELIVERY DRIVER LIMA, OH

June 2018 - March 2020 **UNIVERSITY OF NORTHWESTERN OHIO**
IT LAB TECHNICIAN LIMA, OH

SOFTWARE

Adobe Creative Cloud	<div style="width: 100%; height: 10px; background-color: #ccc;"></div>
Adobe Premiere Pro	<div style="width: 80%; height: 10px; background-color: #ccc;"></div>
Adobe After Effects	<div style="width: 60%; height: 10px; background-color: #ccc;"></div>
Photography	<div style="width: 90%; height: 10px; background-color: #ccc;"></div>
Video Production	<div style="width: 70%; height: 10px; background-color: #ccc;"></div>
Web Coding/Design	<div style="width: 50%; height: 10px; background-color: #ccc;"></div>
Writing	<div style="width: 40%; height: 10px; background-color: #ccc;"></div>

EDUCATION

2017 - 2020 **MARKETING, BS**
Bachelor's Degree - **Magna Cum Laude**
University of Northwestern Ohio

2017 - 2019 **DIGITAL MULTIMEDIA DESIGN, AAS**
Associate's Degree - **GPA 3.8**
University of Northwestern Ohio

MEDIA INTERNSHIPS

 LIMA, OH

Aug 2019 - Jan 2021 **50 STRONG**

- Capture and edit lifestyle photography, Videos, and GIFs for print and digital B2C Marketing
- Create custom logo animation for promotional videos
- Coordinate photo shoots with models via networking with family, friends, and various professionals
- Styling and propping merchandise to enhance product
- Responsible for timely submission of edited photosets
- Create exceptional online content from a customer perspective

June 2019 - Sept 2020 **NOW MARKETING GROUP**

- Animate and narrate how-to videos on marketing topics for YouTube content
- Create animated GIFs for each team member
- Create custom logo animation for online content
- Produce several short videos for the company and for clients
- Fill in for full-time videographer
- Stage, shoot and edit lifestyle and product photography for clients and the agency

March 2020 - June 2020 **BOB EVANS FARMS**

- Presented to top-level executives
- journalism photography
- logo animation and architectural photography

OTHER ACTIVITIES

- **Certified Commercial Drone Pilot**, FAA license issued February 17, 2021
- **Multimedia Specialist** for UNOH collegiate chapter of the American Marketing Association
- **Design roles** including portfolio website design, wedding videography, custom menu signage, and fashion design