


# ERIN WHITCOMB

## Marketing & Social Media Management

*Social Media Strategist and Marketer with an Energetic Flare*

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### SELECTED ACHIEVEMENT HIGHLIGHTS

- Successful marketing of youth center’s aesthetic and digital rebranding, **generating \$138,000+** revenue in just 4 months, in addition to introducing Instagram and doubling social media following on Facebook
- Former award winning regional actress who successfully self promoted her decade long career, in addition to co-founding a profitable fashion blog with **20,000+ followers**, utilizing Facebook, Instagram, Twitter and other social media channels
- National sales contest winner and regionally ranked top sales associate, consistently exceeding targeted sales goals by 20%, generating **over \$230,000 revenue**

**SOCIAL MEDIA CHANNELS:** Instagram, Facebook, Twitter, Snapchat, Pinterest, YouTube, Vimeo, LinkedIn

**ANALYTICS/SCHEDULING:** Google Analytics, Hootsuite **SOFTWARE:** Photoshop, MS Office Suite, Mailchimp, Asana, Slack

### QUALIFICATIONS

- Online Brand Management
- Content Creation & Strategy
- Public Relations & Brand Outreach
- Marketing Strategies
- Effective Sales & Increasing Revenue
- Photographer
- Engagement/Follower Increase
- Exemplary Writing Skills

### CARACTER ASSETS

- Creative & Enthusiastic Mindset
- Strategic Planner
- Exceptional Analytical Skills
- Exemplary Writing Skills
- Excellent Communication Skills
- Strong Attention to Detail

### EDUCATION

POINT PARK UNIVERSITY, 2009  
Bachelor of Arts in Theatre Arts  
Concentration in Musical Theatre  
Final GPA 3.64 – Cum Laude

### AWARDS

NATIONAL SALES WINNER ‘17  
David’s Bridal with The Pro’s

LEAD ACTRESS AWARD WINNER ‘14  
Pittsburgh Post Gazette  
Witch 1 – Macbeth – PICT

SERVICE EXCELLENCE AWARD ‘06  
Cedar Fair Entertainment Company

FULL WORK HISTORY AVAILABLE UPON  
REQUEST

### SELECTED RELATED EXPERIENCE

**OCEAN CITY TABERNACLE** **Ocean City, NJ** **5/17 – Present**  
Social Media Marketing Manager, Youth Center Marketing and Sales, and Worship

- Introduced Instagram and manage content, full Facebook management and doubled followers, created campaigns to increase SEO and awareness
- Public Relations, effectively networking with advertising agencies and other media publications, including writing press releases and promotional material
- Successful marketing, rebranding, design, content writing, and sales of the youth center generating over \$138,000 in less than 4 months.
- Leading a 7+ band and multiple congregations of 1000+ in weekly worship, in addition to scheduling, music management, and curating repertory

**CHESS AT THREE** **New York, NY** **4/18 - Present**  
Social Media Manager

- Facebook, Instagram, & Twitter content creation, management, writing, design for two separate brands: Chess at 3 and Story Time Chess
- Social media management for Story Time Chess Kickstarter campaign, which achieved pledge goal of \$30,000 in less than 12 hours, completed at almost \$73,000, and finalized at over \$90,000. Also awarded “Projects We Love” and “New and Noteworthy” by Kickstarter within the first 5 hours.

**OUR COURANT** **New York, NY** **5/14 – 4/17**  
Co-Founder & Social Media and Marketing Coordinator

- Profitable Fashion Blog that exceeded 20,000 Followers
- Executed successful social media marketing on Instagram, Twitter, Facebook, YouTube, and Snapchat
- Weekly Blog writing

**ALLENBERRY PLAYHOUSE** **Boiling Springs, PA** **6/12 – 12/12**  
Social Media Manager & Performing Arts Freelance Professional **4/14 – 12/15**

- Introduced Instagram and managed Facebook accounts for the theatre as well as consulted for the Allenberry Resort
- Performed in Multiple shows for audiences of 700+
- NOTE: Theatre & Resort resold in 2016 and have since changed accounts

### PERFORMING ARTS PROFESSIONAL (*Selected Credits Abbreviated for Brevity*)

**FIRSTHAND PRODUCTIONS** – Actor **New York, NY** **2/14 – 4/15**  
**ALLENBERRY PLAYHOUSE** – Actor/Wardrobe **Boiling Springs, PA** **4/14 – 12/15**  
**PICT CLASSIC THEATRE** – EMC Actor **Pittsburgh, PA** **9/13 – 10/13**