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# Dakota Beard

## Education

2018-2020  
B.A., Digital Technology & Culture  
Minor in Communication  
Washington State University Vancouver  
GPA 4.0

## Expertise

Project Management  
Creative Direction  
Creative Consulting  
Social Media & Web Content Creation  
Creative & Professional Writing  
Team Building  
Public Speaking  
Problem Solving  
Telecommuting

## Technological Skills

Professional Content Photography  
Fine Art Cinematography  
Adobe Lightroom  
Adobe Photoshop  
Adobe Illustrator  
Adobe Premiere Pro  
WordPress  
Slack  
Basecamp

## Awards

2018-2020  
HonorSociety.org, WSU Chapter

## Certifications

Google AdWords  
Hootsuite Platform Certification

## Interests

Exploring Europe  
Wes Anderson Films  
Vegan Ice Cream Tasting

## Professional Experience

Sept. 2017 - Sept. 2018 | Build and Bloom | New York, New York  
**Director of Operations**  
www.buildandbloom.co

A non-profit photography education Facebook group & organization providing online and in-person workshops & resources.

- > Sponsor recruitment through dynamic pitch decks & emails
- > Promotional content management for events and launches
- > Travel coordination and booking for workshops across the U.S.
- > Team project management & task coordination across multiple channels

Oct. 2018 - Sept. 2019 | Oak and Melanin | Seattle, Washington  
**Social Account Manager**  
www.oakandmelanin.com

A social branding and design agency specializing in social media management & marketing, creative direction & content creation.

- > Stylized content photography
- > Creative content curation and brand identity formation
- > Social media copywriting
- > Social media management
- > www.instagram.com/brightttattoo (managed 3/15/19-9/7/19)
- > www.instagram.com/sevensundaysstudios (managed 1/17/19-6/9/19)

Oct. 2017 - Jul. 2018 | Satori Boutique | Tacoma, Washington  
**Executive Assistant**  
www.satoriboutique.com

A minimalist fashion boutique in Tacoma, Washington with an elevated online & social media presence.

- > Editorial photoshoot organization and execution
- > Social media strategy and analyzation
- > Email campaign creation and marketing

Jan - May 2020 | Parks Foundation of Clark County | Vancouver, Washington  
**Social Promotions Specialist**  
www.parksforclark.com

An interactive web-based environment & brand identity for the Parks Foundation of Clark County.

- > Social media brand identity creation
- > Social media management
- > Facebook Ad campaign creation and implementation