

# Shana Penta

Social Media Specialist | Copywriter | Content Curator

## CONTACT

360.521.8820



ShanaPenta@gmail.com



www.shanapenta.com



Linkedin.com/in/shanapenta



Twitter.com/whoisshanapenta



## CERTIFICATIONS

Social Media Strategy | April 2020 | HubSpot

Growth-Driven Design | April 2020 | HubSpot

Campaign Manager | April 2020 | Google

Advanced Analytics | April 2020 | Google

Creative | April 2020 | Google

Waze Ad Fundamentals | April 2020 | Google

Social Marketing | May 2019 | Hootsuite

## EDUCATION

B.A. Digital Technology & Culture

*Washington State University*

*Vancouver, WA 2020*

- Minor in English
- Rotary Scholarship
- Cum Laude | 3.61 GPA
- Presidents Honor Roll

## KEY SKILLS

Project Management  
Social Media Marketing  
Technical Writing  
Content Curation  
Strategic Planning  
Remote Team Collaboration

## TECHNICAL SKILLS

### Social Media

Tactics & Execution  
Marketing Strategy  
SEO

### Management Systems

Basecamp  
Slack  
Zoom

### UX | UI

Project Organization  
Visual Communication  
Research & Study

### Design

Adobe Illustrator  
Adobe Photoshop  
CorelDraw

### Audio | Video

Adobe Premier Pro  
Adobe After Effects  
Garage Band  
Audacity

## HOBBIES

Photography/Videography  
Skillshare Classes  
Switch Gaming  
Yoga

## PROFESSIONAL EXPERIENCE

### Parks for Clark | A Digital Reimagining

*Social Media Manager | January - Current*

*Bit.ly/3btRwKx*

Developed & strengthened brand identity for Parks Foundation of Clark County. Promoted events and fostered connections within the community.

- Led a marketing team of six, in developing and implementing social media strategies: scope of campaign, project timeline, milestones and deliverables
- Built up a successful and strong brand identity across social platforms effectively increasing followers and driving brand awareness
- Utilized social media data analytics tools, such as Hootsuite, to track consumer engagement and draw conclusions about user data

### Parks Foundation of Clark County Usability Development

*Social Media Manager & Copywriter | August - December 2019*

*Bit.ly/2Uoba1C*

Provided research and analysis of social media status and developed usability guidelines for improving brand identity.

- Led a marketing team of five in analyzing social media metrics
- Recommended social media strategies and branding guidelines across all available platforms
- Served as copywriter, editing for usability document and guidelines

### Social Media Case Study: Nike's Dream Big Campaign

*Social Media Research & Analysis | September - November 2018.*

*Bit.ly/2QOWDNK*

Strategic analysis of how social causes drive a social media campaign.

- Researched Nike's social media presence across multiple platforms
- Collected data and analyzed metrics from campaign
- Created concise copywrite and visual media representing complex data

### R&T Enterprises

*Marketing Strategy, SEO & Paid Ads | September 2010 - August 2015*

Established brand identity and grew social media presence. Curated promotional ads and implemented SEO. Monitored metrics and sales gained from ads.

- Curated paid Ads on Google Analytics, generating revenue growth increase of 15%
- Promoted organic growth through social media platforms including Facebook, Pinterest with increase of 35% more followers
- Monitored online presence of company's brand, engaged with users, strengthening customer relationships