

# Hope R. Carter

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## Proficiencies and Specialties

Writing for print and broadcast media | Social Media Management and Coordination | Blogging (Twitter, Facebook, Tumblr, Wordpress, etc.) | Copy Writing and Editing | Final Cut Pro | HTML coding | CMS | MS Office | Adobe Photoshop | Adobe InDesign | Adobe Premiere | Adobe After Effects | Adobe Audition | Graphic Communication | CoSchedule | Advanced research methods | Media law and advanced newsgathering for both print and broadcast media | SPSS - IBM Statistical Software | AP Style | MLA formatting | Data entry | Event planning | Umbraco | Marketing Strategy | Public Relations | Creative Direction | Customer Service | Video shooting and editing | Mailchimp  
Fluency in English, Spanish, and American Sign Language

### *Key Achievements*

#### **Marketing Web Management and Content Creation and Curation**

- Write and curate content to deepen user engagement and retention
- Create and maintain content calendars for social platforms
- Use internal analysis and market research to advise partnerships and marketing opportunities for new and existing projects and campaigns
- Participate in status meetings, client, and user calls
- Review and schedule submitted content for websites
- Schedule and publish content to CMS, Umbraco (HTML 5), WordPress
- Monitor web content for comments that require attention or action
- Respond to questions or comments on published online content
- Gather analytics for review by Web Producers and Marketing Director
- Schedule advertisements on the sites relevant to the active marketing campaigns
- Schedule marketing emails for distribution from active marketing campaigns
- Test sites for problems and create tickets for resolution
- Edit content for e-blast distribution
- Develop and oversee ad campaigns promoting products via fan pages and giveaways
- Write opinion articles and reviews
- Proofread Web sites
- Edit photos with Adobe Photoshop
- Edit video with Final Cut Pro, Adobe Premiere, Adobe Audition, and Adobe After Effects
- Create and disperse digital newsletters via Adobe InDesign
- Blogging – <http://www.dayandadream.com/>, [www.joelosteen.com](http://www.joelosteen.com), [www.hivesociety.com](http://www.hivesociety.com), [www.expectationofgood.com](http://www.expectationofgood.com), [www.generationhopeproject.com](http://www.generationhopeproject.com), <http://www.iamtheindustry.com>
- Create short videos for social media and feature stories

#### **Social Media Management**

- Maintain social media accounts
- Create communication schedules
- Brainstorm marketing ideas for new developments and commercials
- Maintain communication with public as directed
- Conduct research for social media and marketing effectiveness
- Market client products and promotions through social media
- Monitor content for comments that require attention or action
- Develop canned responses for correspondence

#### **Communications/Public Relations/Customer Service**

- Brainstorm marketing ideas for new projects and books to be released
- Create media contact lists
- Contact and send press releases to media sources about marketing new projects and events
- Evaluate data and compose executive summaries based on marketing effectiveness research
- Maintain communication with public as directed
- Create reports and strategy for economic outreach and development
- Create timelines for special guests/events
- Answer questions/provide customer service via email, social media, and telephone
- Create and maintain email blast campaigns

## *Professional Experience*

Content Manager and Curator | ROHO | January 2017 – July 2017

Writer (Freelance) | Day & A Dream, Joel Osteen Ministries, The Hive Society, Expectation of Good: 2013 - Present , I Am The Industry: May 2015 – July 2017 | Generation Hope Project: February 2013 – February 2015

Marketing Web Coordinator | Joel Osteen Ministries | February 2015 – January 2017

Social Media Manager | Greathouse Music Group: June 2017 – Present | John Gray Innertainment: April 2017 – Present |

GrubSquad: June 2014 – January 2016

## *Education*

**MASTER OF ARTS** in Mass Communication (Concentration in Journalism), Minor in Public Relations, University of Houston

Houston, TX, May 2017

**BACHELOR OF ARTS** in Mass Communication (Concentration in Journalism), Minor in Arts and Science (Spanish)

Louisiana State University

Baton Rouge, LA, December 2010