

Hope R. Carter

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Proficiencies and Specialties

Klout score: 61 | Writing for print and broadcast media | Social Media | Blogging (Twitter, Facebook, Tumblr, Wordpress, etc.) | Editing | HTML coding | CMS | MS Office | Adobe Photoshop | Adobe InDesign | Graphic Communication | 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
Fluency in English, Spanish, and American Sign Language

Key Achievements

Marketing Web Management and Content Creation

- Review and schedule submitted content for websites
- Schedule and publish content to CMS, Umbraco (HTML 5)
- 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 “Today’s Word” devotionals for e-blast distribution
- Develop and oversee ad campaigns promoting products via fan pages and giveaways
- Write articles on entertainment personalities
- Proofread Web sites
- Edit photos with Adobe Photoshop
- Created and dispersed digital newsletters via Adobe InDesign
- Blogging – www.joelosteen.com, www.hivesociety.com, www.expectationofgood.com, www.generationhopeproject.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

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

Professional Experience

Writer (Freelance) | Client list: Joel Osteen Ministries, The Hive Society, Generation Hope Project, Expectation of Good | May 2015 - Present

Marketing Web Coordinator | Joel Osteen Ministries | February 2015 - Present

Social Media Manager | GrubSquad | June 2014 – January 2016

Special Projects Communications Assistant | Joel Osteen Ministries | February 2013 – February 11, 2015

Education

MASTER OF ARTS in Mass Communication, University of Houston, Houston, TX, Graduation date: December 2016

BACHELOR OF ARTS in Mass Communication, Minor in Arts and Science (Spanish) Louisiana State University, Baton Rouge, LA, December 2010