

Hope R. Carter

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<http://www.hopercarter.com>

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, www.hivesociety.com, www.expectationofgood.com, www.generationhopeproject.com, <http://www.iamtheindustry.com>
- Create short videos for social media and feature stories
- Transcription from audio to print

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

References

Joan Tankersley, JT Style, 281-686-1287, joantankersley@gmail.com

Karen Cook, 832-443-3642

Jacqueline Kenneally, ArtMix Creative Learning Center, 713-858-6742