

Dejia Shepherd

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Forward-thinking Marketing, Web Design, Social Media, and Public Relations Coordinator with a strong background in operations and B2B/B2C sales success. Marketing Analyst offering a solid history of success in branding and social media management across Energy and Tech industries. Success-driven leader and team player with excellent judgment, intuition and decision-making abilities. Recognized as a focused, hardworking and successful professional with a demonstrated history in campaign development, creativity, and execution.

Authorized to work in the US for any employer

Work Experience

Marketing and Engagement Director

Kovir LLC - Milan, MI
May 2022 to December 2022

Created the website: Kovir.org
Managed all social channels
Created all video content.

Overseeing marketing department.

Evaluating and developing our marketing strategy and marketing plan.

Planning, directing, and coordinating marketing efforts.

Communicating the marketing plan.

Researching demand for our products and services.

Competitor research.

Working with sales department to develop pricing strategies to maximize profits and market share while balancing customer satisfaction.

Identifying potential customers.

Developing promotions with advertising managers.

Understanding and developing budgets and finance, including expenditures, research and development appropriations, return-on-investment and profit-loss projections.

Compiling lists describing our offerings.

Developing and managing advertising campaigns.

Building brand awareness and positioning.

Supporting sales and lead generation efforts.

Coordinating marketing projects from start to finish.

Organizing company conferences, trade shows, and major events.

Overseeing social media marketing strategy and content marketing.

Website Design.

Marketing Director

Brookcell Enterprises Corp - Stafford, TX

June 2021 to May 2022

Overseeing marketing department.

Evaluating and developing our marketing strategy and marketing plan.

Planning, directing, and coordinating marketing efforts.

Communicating the marketing plan.

Researching demand for our products and services.

Competitor research.

Working with sales department to develop pricing strategies to maximize profits and market share while balancing customer satisfaction.

Identifying potential customers.

Developing promotions with advertising managers.

Understanding and developing budgets and finance, including expenditures, research and development appropriations, return-on-investment and profit-loss projections.

Compiling lists describing our offerings.

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Supporting sales and lead generation efforts.

Coordinating marketing projects from start to finish.

Organizing company conferences, trade shows, and major events.

Overseeing social media marketing strategy and content marketing.

Website Design.

Event and trade show management and hosting.

Podcast Creator/Writer/Producer

Energy Ogre - Houston, TX

September 2019 to June 2021

Supervised production and post-production of television, radio, audio streaming, and other media projects.

Coordinated setup and breakdown of live events and concerts.

Partnered with performers and producers to determine and create desired sounds for productions.

Handled all delegated tasks, including scripting(per management's request, they wanted the shows to be fully scripted).

Coordinated production schedules, editing, printing, and duplication processes.

Drafted sales contracts, finalized paperwork, accepted payments, and issued receipts.

Produced leads by cold calling prospects, networking at events, and effectively using social media networks.

Produced 4 podcast episodes each month.

Shared ideas, brainstormed with other staff members, and developed case studies based upon previously delivered projects.

Recruited and managed event and location crews.

Kept productions in compliance with company and legal requirements. Supervised production staff during planned photo shoots in the studio and on location.

Hired and oversaw employees and freelance production crews.

Marketing and Public Relations Coordinator

Energy Ogre - Houston, TX

September 2019 to May 2021

Identified customer needs through market research and analysis. Expanded product and company recognition in local and national press to support sales and marketing teams.

Managed all media, press, and public relations issues.

Cultivated positive relationships with community members through public relations campaigns.

Managed editorial content, design, and distribution of external company newsletter.

Evaluated and managed new strategic business opportunities. Integrated public and analyst relations programs with all company departments.

Created PR campaigns to encompass the organization's vision, strategies, and tactics.

Conferred with production, graphic design, and web-design personnel to coordinate production of corporate communications materials.

Organized public appearances, lectures, contests, and exhibits to increase product awareness.

Worked with management to identify trends and developments that might influence PR decisions and strategies.

Promoted events on social media and in the press, resulting in the increase of membership enrollments.

Affiliate Marketing Account Manager

Energy Ogre - Houston, TX

December 2018 to May 2021

Executed updated marketing plans to increase branding exposure, customer traffic, and sales.

Developed, maintained, and deepened strategic partnerships with agencies, influencers, charities, vendors, and community leaders. Represented company professionally when engaging with external and internal stakeholders and constituencies.

Generated new business by reaching out to prospective clients by e-mail, telemarketing, and presenting at trade shows nationwide.

Supported program outreach by managing marketing communications, public relations, and government affairs to maximize branding initiatives. Liaised with sales, technical services, and customer relations personnel to drive on-time, under-budget project completion.

Measured and reported on marketing campaign performance, gained insights, and compared results against goals to identify strengths and weaknesses.

Collaborated with sales, service, finance, and logistics departments to influence critical business growth outcomes.

Owned marketing campaigns from initial scope through execution and refinement.
Strategized approaches to meet objectives and capitalize on emerging opportunities.
Leveraged industry trends and competitive analysis to improve marketing campaign performance.
Worked with affiliates and company partners to coordinate marketing activities focused on the successful promotion of Energy Ogre.
Identified, implemented, and enhanced marketing strategies by accounting for factors such as organizational objectives, market trends, and costs.

Social Media Director

Energy Ogre - Houston, TX
May 2019 to December 2020

Put together customized client strategies to meet unique goals, maintain branding, and reach target customers.
Collaborated with artists, photographers, and production team members to put together high-quality content.
Built and maintained good working relationships with blog writers and social media influencers to promote content.
Facilitated remarkable improvements on different platforms, including expanding follower numbers, growing click-through rates, and increasing engagement.
Directed social media and digital marketing strategy and initiatives to promote brand building, guest retention, engagement, reputation, and revenue-focused activities.
Aligned all visual design and brand messaging elements to deliver consistency across digital advertising and marketing platforms.
Developed and implemented a strategic, social media marketing plan. Utilized platforms such as Facebook, Instagram, Twitter, and LinkedIn platforms on regular basis.
Improved short- and long-term digital marketing strategies. Collaborated with social media influencers such as top musicians, athletes, companies, and press to drive brand optimization.
Managed client accounts, including addressing inquiries and applying feedback to meet customer needs.
Proposed innovative storylines for digital content and developed unique campaigns to promote brand engagement.
Analyzed market data to determine and target key audiences or segments. Performed competitor analysis to identify high-value keyword and backlink options.
Supported Energy Ogre sales process by engaging appropriately, timely and knowledgeable when responding to online audience inquires and posted comments.

Assistant Customer Service Manager

Energy Ogre - Houston, TX
March 2017 to February 2019

Prepared documentation, reports and logs to identify and manage sales metrics and support process driven activities.
Tracked and reported customer interaction trends to assess procedures and identify opportunities to improve systems.
Created call sequencing flow charts to optimize center performance. Monitored documentation procedures to maintain consistent policies and current records.
Trained and mentored new team members to promote productivity, accuracy and friendly customer service.
Drove customer escalations to resolution by engaging directly with clients.

Supervised 700-2400 customer service calls per week to track support issues and improve operating procedures.

Processed customer account changes using Zendesk.

Oversaw addressing of customer requests for friendly, knowledgeable service and support.

Consulted with customers regarding electricity needs, addressing all concerns.

Delivered fast, friendly and knowledgeable service for routine questions and service complaints.

Revised department schedules to maximize coverage during peak hours.

Helped Customer Service Manager oversee more than 15 representatives. Shared detailed information regarding Energy Ogre options to help customers make decisions.

Complied with company policies, objectives and communication goals. Established and enforced clear goals to keep employees working collaboratively.

Created training manual for all employees to use as reference guide. Inspected incoming supplies to conform with materials specifications and quality standards.

Customer Service Representative

Energy Ogre - Houston, TX

May 2016 to March 2017

Assessed customer needs and upsold products and services to maximize sales.

Informed customers about billing procedures, processed payments and provided payment option setup assistance.

Answered 110 inbound calls per day and directed to designated individuals or departments.

Worked with management to develop customer service improvement initiatives.

Documented conversations with customers to track requests, problems and solutions.

Created and implemented process improvements to reduce workloads and bolster callback efficiency.

De-escalated problematic customer concerns, maintaining calm, friendly demeanor.

Educated customers on special pricing opportunities and company offerings.

Cultivated impactful relationships with customers and drove business development by delivering product knowledge.

Delivered service and support to each customer, paving way for future business opportunities.

Enrollment Specialist

Energy Ogre - Houston, TX

September 2015 to May 2016

Handled new enrollments by entering customers' data and reviewing information.

Prepared reports on enrollment statistics and discussed how to improve enrollment procedures during team meetings.

Listened to and understood customers' needs, explained and discussed options, and outlined best-fit services.

Reduced financial discrepancies by accurately resolving billing issues while processing applications and cancellations.

Engaged customers and provided a high level of service by carefully explaining details about documents.

Provided excellent service and attention to customers when face-to-face or through phone conversations.

Entered data into spreadsheets, documents, and databases, maintaining above standard accuracy rate.

Maintained quality levels above prescribed minimums to support team productivity and efficiency.

Proofread documents, editing materials to correct grammar and spelling mistakes.

Obtained scanned records and uploaded them into company databases.

Marketing Coordinator

Silverleaf Resorts - Houston, TX

February 2015 to June 2015

Developed template email responses to streamline client communication. Supervised and coordinated attendees for trade shows, which included logistics and shipment of booth materials.

Interacted with partners, including art department, upper management and sales.

Sales Associate

Dawson Marketing Concepts - Houston, TX

February 2015 to May 2015

Maintained knowledge of current promotions, exchange guidelines, payment policies, and security practices.

Surpassed daily sales goals by cross-selling and promoting additional products.

Trained all new sales employees on effective sales, service, and operational strategies to maximize team performance.

Sold various products by explaining unique features and educating customers on proper application.

Mentored team members in mastering sales techniques to consistently exceed objectives.

Retained product, service, and company policy knowledge to serve as a resource for both coworkers and customers.

Coached team members on security risks and loss prevention to aid in mitigating store theft.

Answered incoming telephone calls to provide information about products, services, store hours, policies, and promotions.

Helped an average of 300 customers per day by responding to inquiries and locating products.

Built and maintained effective relationships with peers and upper management to drive team success toward common sales, service, and operational goals.

Negotiated and closed deals with minimal oversight.

Drove sales of company products and services by meeting with customers using a strategic and organized approach.

Sold products and services in the field for Sports company.

Assistant Manager

Dollar General - Freeport, TX

August 2014 to December 2014

December 2014 Responsibilities Customer Service, cashier, Recovery, sanitation, stocking.

Maintained inventory accuracy by counting stock-on-hand and reconciling discrepancies.

Managed personnel scheduling, facilitating adequate coverage to meet demand.

Completed inventory audits to identify losses and project demand.

Implemented training processes for newly hired employees and supervised department managers, shift leads and production personnel.

Cultivated hands-on training, assessment, guidance and performance monitoring programs to coach and mentor employees.

Conducted job interviews, led employee performance evaluations with constructive feedback and rewarded top sales performers to attract and

retain top-quality personnel.

Enhanced sales by implementing merchandising and promotional improvements.

Directed and led employees, supervising activities to drive productivity and efficiency.

Collaborated with store manager to develop strategies for achieving sales and profit goals.

Mentored staff to enhance skills and achieve daily targets, using hands-on and motivational leadership.

Education

General Studies

Houston Community College - Houston, TX

January 2014

High School Diploma

Cypress Ridge High School - Houston, TX

2013

Skills

- Microsoft Office. . Inventory Management. Customer Service. Direct Marketing. Team Management
Assistant manager
Cashier Cooking
Critical thinking Customer Service Direct Marketing Hiring
Inventory Management Inventory
Math
Microsoft Office
Problem solving Team Management
Customer Relationship Management (CRM) Event planning and execution
Retail Marketing Partnership Marketing
Internet and E-mail Marketing ♦
Supervision Teambuilding Conflict resolution Planning
- Digital Marketing
- Social Media Management
- Visual Design
- Branding
- Events Management
- Blogging
- Market Research
- Market Analysis
- Business Development
- Project Management
- Public Relations
- WordPress
- Adobe Creative Suite
- Sales Support

- Content Development
- Email Marketing
- Video Production
- Marketing
- Search Engine Optimization (SEO)
- Web Design
- QuickBooks
- Leadership
- Communication skills

Certifications and Licenses

Google AdWords Certification

Google Ads Certification

Assessments

Marketing — Proficient

March 2021

Understanding a target audience and how to best communicate with them

Full results: [Proficient](#)

Work style: Reliability — Highly Proficient

April 2021

Tendency to be reliable, dependable, and act with integrity at work

Full results: [Highly Proficient](#)

Work style: Conscientiousness — Expert

March 2021

Tendency to be well-organized, rule-abiding, and hard-working

Full results: [Expert](#)

Administrative support professional fit — Highly Proficient

March 2021

Measures the traits that are important for successful administrative support professionals

Full results: [Highly Proficient](#)

Social media — Proficient

March 2021

Knowledge of popular social media platforms, features, and functions

Full results: [Proficient](#)

Administrative assistant/receptionist — Proficient

March 2021

Using basic scheduling and organizational skills in an office setting
Full results: [Proficient](#)

Indeed Assessments provides skills tests that are not indicative of a license or certification, or continued development in any professional field.

Publications

Say Watt?!: The Energy Ogre Podcast

<https://energyogre.podbean.com/>

March 2021

September 2019-Present

47 Episodes as of 3/10

video/audio