

Delilah Bourque

WRITER & SOCIAL MEDIA MANAGER

Executive Summary

I have experience with all forms of writing: from long-form profiles, to personal narrative, to fiction. As a lifelong user of social media, I am well-versed in the latest trends and execution across all platforms. I have proven ability to learn and excel at new skills, making me the perfect fit for a fast-paced organization.

Areas of Expertise

- Digital Content Creation
- Social Media Marketing and Management
- Newsletter Creation and Management
- Search Engine Optimization
- Long-form Story Writing and Researching

Skills

- Adobe Creative Cloud Softwares (InDesign, Photoshop, Illustrator)
- Microsoft Office, SharePoint, and CRM (Word, Excel, Powerpoint, Dynamics, Power BI)
- Drupal 8
- Wordpress
- Google Docs, Sheets, Slides, and Drive

Education

UNIVERSITY OF PITTSBURGH

*Dietrich School of Arts and Sciences,
Class of 2021*

Bachelor of Arts in Writing
Certificate in Public and Professional Writing
Staff Writer, Sampsonia Way Magazine

Contact

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Experience

CONTENT & MEDIA MARKETING MANAGER

Petrosoft LLC | 2022- Present

- Primary manager of digital content, including web pages, blogs, press releases, and news found at Petrosoftinc.com
- Primary media contact for organization, responsible for coordinating, writing, and placing print ads across various industry publications
- Creates and oversees creation of print materials for both in-house use and dissemination through 10+ trade shows annually
- Responsible for maintaining wide breadth of product knowledge on highly technical software products

COMMUNITY MANAGER

All Voices Media | 2022-Present

- As a contract employee, manages three Facebook pages with Meta Business Suite. Posts engaging original and re-shared content 45 times a week.
- Responsibilities include content generation, comment moderation and community engagement
- Follows style guidelines created by All Voice Media
- Reports to weekly team meetings, collaborating and sharing with other community managers and supervisors

COMMUNICATIONS & MARKETING SPECIALIST

The University of Pittsburgh Department of Computer Science | 2020-2022

- Wrote and edited majority of content on the department website (cs.pitt.edu)
- Marketed department events and news via social media (@PittCompSci)
- Managed department website content as the point-of-contact for maintenance of static pages, adding news items and events, and creating profiles via Drupal 8.
- Created and maintained dynamic and informative weekly newsletters for various audiences
- Managed digital signage within the department and wider academic building via Optisigns