

Korah Robinson

WORK EXPERIENCE

Corporate Communications Specialist

Encore Capital Group | 2024-2024

- Develop and lead content strategies and campaigns that showcase colleagues' stories, enhancing engagement and external brand trust.
- Manage and produce all content for LinkedIn and other channels, including video, to amplify employee voices and promote company values.
- Create colleague-focused narratives that support brand's focus on empathy and integrity, driving positive brand perception.
- Execute data-driven social media strategies, leveraging analytics to continuously optimize content for maximum reach and impact.
- Collaborate with cross-functional teams to align messaging with corporate initiatives and enhance employee advocacy through curated storytelling.

Social Media/Marketing Specialist

TOOTRiS – 2023-2023

- Owned social media content, strategy, and execution, managing end-to-end processes.
- Achieved a remarkable 18% increase in click-through rates (CTR) and elevated engagement levels across all platforms, including LinkedIn, Facebook, and Instagram.
- Tailored social media content for three distinct target audiences — parents, providers, and employers — and strategically distributed content to their respective channels, ensuring a diversified and targeted approach.

Corporate Communications Specialist (Temp)

Encore Capital Group | Robert Half – 2023-2023

- Created compelling social media content for Encore's LinkedIn page, resulting in increased engagement and brand visibility.
- Produced copy, videos & graphics for internal and external digital marketing campaigns, contributing to successful campaigns.
- Worked closely with the Director of Corporate Communications and ESG to develop and implement social media and internal communications strategies and campaigns.
- Developed and designed flyers and one-pagers for various institutional needs, including infographics and instructions for new technology.

Digital Marketing & Communications Coordinator

San Diego Regional Chamber of Commerce – 2022-2023

- Orchestrated successful social media campaigns, including media plans/kits for events, significantly increasing online presence and event participation.
- Compiled and analyzed monthly data reports, demonstrating achievements in engagement, reach, and CTR.
- Produced and distributed weekly newsletters to an audience of 8.5k, promoting Chamber events and LEAD San Diego news.

SUMMARY

Communications professional with 4 years of experience in social media management, branding, content creation, and dynamic storytelling. Proven expertise in crafting empathetic, impactful content that builds trust and resonates with diverse audiences. Skilled in sourcing and interviewing, copywriting, and video editing, with a strong ability to engage communities around sensitive topics. Proficient in media monitoring to gauge public impact and adapt strategies based on data-driven insights.

EDUCATION

**Bachelor of Arts
Journalism & New Media
Concentration: Writing & Editing**

California Baptist University
Class of Winter 2020

TECHNICAL SKILLS

Social Media Strategy
Content Creation
Video Production
Copywriting
Analytics & Reporting
Real-Time Monitoring
Brand Development
Audience Engagement
Program Management

CONTACT ME

Phone: (760) 885-0753

Mail: korah.robinson@gmail.com

Portfolio: korah.me