



KESHA PHILLIPS

SOCIAL MEDIA MARKETER/
CONTENT CREATOR

770-364-2929

email@keshaphillips.me

Keshaphillips.me

Lithonia, GA

PROFILE

I'm Kesh! – an Atlanta blogger and graphic artist, wife to a would-be comedian, lover of bacon, consummate rule follower, and most importantly - mom to a set of the coolest twin Kindergartners I know. After giving birth to those amazing twins, I elected to stay home and raise them. I chronicled my adventures on a blog called We Got Kidz. My writing landed me on shows like *AMHQ on the Weather Channel* and *Better Mornings Atlanta* as a parenting and lifestyle expert; and it ultimately spawned my love for social media and online marketing.

AWARDS

COMMITMENT TO EXCELLENCE

Presented by TRIO Student Support Services - 2016

VOICE OF THE YEAR

Presented by BlogHer.com - 2014

REFERENCES

ANGELA CRAWFORD

Senior Copywriter at PureRED Integrated Marketing

Phone: 770-316-1505

Mail: angiewrites4me@gmail.com

MICHELLE DOSS

Former Manager at NY&Co.

Phone: 770-605-2772

LANGUAGES

ENGLISH | SOME SPANISH

EMPLOYMENT

2015 - 2016

SOCIAL MEDIA MANAGER – ARTMORE HOTEL

I've developed and managed online marketing campaigns for Artmore Hotel that have effectively driven brand awareness, engagement and traffic to their social media pages. I've helped them to achieve a strong, visible social media presence and have developed concepts with viral potential.

2011 - 2015

CONTENT CREATOR – WEGOTKIDZ.COM

I conceptualized, wrote, and edited all articles for what became one of Atlanta's leading online parenting and lifestyle resources. I worked with guest writers to organize and refine articles while taking care of all copywriting and advertorial layouts. I became quite skilled in all social media tools and technologies and obtained a track record of creating and implementing successful social media programs.

2008 - 2012

ASSISTANT STORE MANAGER – NEW YORK & CO.

I was an assistant manager who was focused on quality and prided myself on creating meaningful relationships with employees. This allowed me to effectively relay clear standards and sales goals. I consistently demonstrated skill in improving store operations.

EDUCATION

2015 - present

GEORGIA STATE PERIMETER COLLEGE

Currently a 4.0 student and a member of Phi Theta Kappa Honors Society. Majoring in Business Administration with a concentration in Marketing. Two semesters away from my associates. Once obtained, I will finish my Bachelor program at Georgia State

1998

JOHN T. HOGGARD HIGH – GENERAL STUDIES

Honor roll high school student with a passion for writing. Extensive experience in content creation that included writing a "teen" column for the Star News. Praised and awarded for organizational skills and ability to develop compelling copy.

PRO SKILLS

Graphic Design ●●●●●●●●●●

Wordpress ●●●●●●●●●●

Web Design ●●●●●●●●●●

Video Editing ●●●●●●●●●●

Newsletter Design ●●●●●●●●●●

Photoshop ●●●●●●●●●●

Illustrator ●●●●●●●●●●

HTML5 ●●●●●●●●●●

MS Word ●●●●●●●●●●

Power Point ●●●●●●●●●●