

CHANDLER PACHECO

SOCIAL MEDIA SPECIALIST

CONTACT

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GAINESVILLE, FL 32606

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SKILLS

- Creative Communication
- Oral & Written Communication
- Project Management
- Campaign Creation
- Proofreading
- Training
- Copywriting
- Brand Management
- Project development
- Influencer strategies
- Customer Service
- Community Management
- Social Media Marketing
- Sprout Social
- Zoho Social
- Facebook
- Twitter
- Instagram
- Pinterest
- WordPress
- Creative Presentations
- Adobe Creative Suite
- Microsoft Office

EDUCATION

BACHELOR OF ARTS, MAJOR IN COMMUNICATION

UNIVERSITY OF PIKEVILLE | 2016

EXPERIENCE

SOCIAL MEDIA SPECIALIST

LOXLEY | NEWBERRY, FL/2019 - CURRENT

Exploited social media marketing and achieved an increase in customer engagement, website traffic, and revenue. Optimized content on each social media channel with creative content. Joined or engaged in relevant conversations on behalf of the brand and soft sold services offered by three separate brands managed by Loxley, built and executed a social media strategy through competitive research, platform determination, benchmarking, and messaging. Generated, edited, published, and shared daily content (original text, images, video, or HTML) that builds meaningful connections that encouraged community members to take action—increased the applause rate for all brands by 250%—increased the social reach from 25 to 12000. I spent 50% of each day engaged in relevant conversations on behalf of the brands and soft sold services offered by three separate brands managed by Loxley. I captured and analyzed social data, metrics, insights, and best practices. I created action plans based on the data as well as the Paid in Full reports every two weeks and created editorial calendars and syndication schedules for the Digital Marketing team. I also collaborated with the customer service department, Marketing, and medical departments to manage reputation.

LEASING AGENT

BIRGE AND HELD | LEXINGTON, KY/ 2018-19

Identify and source rental/leasing candidates through internet searches, advertising placement, referral, and telephone interviews. I exceeded the required sales appointments and sales expectations each quarter. I was responsible for improving communication between office staff, maintenance crews, and renters. Assisted with office organization and maintained organized resident files. Ensured completed lease agreements were in accordance with state and local rental laws and thoroughly educated residents on required stipulations in the agreements. Independently conducted a one-on-one customer walkthrough of vacant units, answered questions regarding services, amenities, and provided appropriate disclosures when needed for new tenant screenings.

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REFERENCES

Available upon request.

EXPERIENCE - CONT

THE UNIVERSITY OF PIKEVILLE | PIKEVILLE, KY

THE ASSISTANT TO THE ASSOCIATE DEAN OF STUDENT AFFAIRS

KENTUCKY COLLEGE OF OSTEOPATHIC MEDICINE (KYCOM) | 2018

Deployed branding and communications materials developed for KYCOM programs. Utilized multimedia tools, including video, photography, and editing software, to craft visual elements for KYCOM web presence. Planned KYCOM Student Affairs programs and events, including overseeing logistics for Student Affairs programs that include Orientation, White Coat Ceremony, Diwali celebration, Osteopathic Medical Scholars Program (OMSP), exhibits at Osteopathic conventions and Alumni Functions. Monitored financial transactions for the entire department, including assisting in the preparation of annual budget requests and processing invoices, purchase orders, credit card transactions, check requests, and expenditure reports. Monitored and reported the monthly status of more than 30 accounts.

ASSESSMENT COORDINATOR

KENTUCKY COLLEGE OF OPTOMETRY (KYCO) | 2016

Responsible for the implementation and use of student learning and assessment software used in the newly opened KYCO. Updated and revised student learning assessment software to improve outcomes and assess educational quality. Assist in the coordination of the self-study and work with inaugural staff to ensure the success of the first class. Work with virtual reality technology for student assessment.

EDITOR - IN - CHIEF

THE ODYSSEY ONLINE (BLOG) | 2016

Responsible for a staff of 12-20 writers and editors, in charge of scheduling meetings, interviews, and writing workshops. Recruited new writers and added people to the team. Managed social media accounts and oversaw the editor's work. I was also responsible for writing an average of one article per week on various subjects.

TRAVEL WRITER

CITY TRAVEL REVIEW | BERLIN, GERMANY/2015

Wrote reviews of restaurants, bars, cafes, monuments, sites, museums, and other points of interest included in a travel blog & two eBooks that were published in August 2015. Designed and laid out the format of eBooks using Adobe InDesign and Photoshop.

- Berlin or Bust (eBook): wrote six reviews & performed the duties of the Chief of the Layout team.
- BerlInsights (eBook): wrote 10 reviews.
- Author & Photographer of "The Broke College Student's Survival Guide to Berlin" Blog