

Rh

ROCHELLE
HINDS

Social Media Maven

309 Maple Street
Lynn, MA 01904

T 918-633-2384

rochelle@rochellehinds.com
www.rochellehinds.com

★ EXPERIENCE

- VICE PRESIDENT, SOCIAL MEDIA; ONEUNITED BANK – 2017-PRESENT

I am responsible for optimizing and scaling fan engagement around OneUnited Bank and the BankBlack® Movement, overseeing audience engagement across all platforms such as YouTube, Facebook, Instagram, Twitter, LinkedIn, etc.

Part of my day to day focus is on developing and delivering social strategies against brand initiatives, derived from insights and performance metrics. This requires me to build, support, and work with internal and external teams to ensure community management and audience engagement is executed to brand standards, and that our messaging is always clear and on-brand.

- DIRECTOR OF SOCIAL MEDIA; KEL & PARTNERS – 2013-2015

Created and executed social strategy for multiple clients. Analyzed data relating to current social media campaigns and suggested future growth opportunities. Created marketing content (copy, graphics, and video) optimized for client social channels. Recruited and mentored graphic design interns. Ensured proper execution of all developed social strategies by my direct reports.

- FOUNDER/CO-HOST; ELECTRICSISTAHOOD – 2006-PRESENT

Co-host of a weekly audio podcast, now over 500 episodes, on the subject of video games, tech gadgets and pop culture, attracting thousands of listeners to each episode. Act as on-air talent, driving the discussion on the show. Designer and administrator for a network of websites and related podcasts as well as maintaining the ESH brand through social media marketing on Facebook, Twitter, Instagram and YouTube. Responsibilities include on-air performing, feature article writing and editing, website design and maintenance, performing audio and video interviews, booking and coordinating event and trade show coverage across multiple media platforms. Additional duties

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include live blogging, podcast promotion, and public relations follow-up.

- SOCIAL MEDIA SPECIALIST; UNO CHICAGO GRILL – 2010-2013

Established the "voice" of the restaurant chain's brand for social media platforms in local and national campaigns. Responsibilities included social media strategy planning, development, execution and analysis across multiple platforms (Facebook, Twitter, Foursquare, Pinterest, Google+, etc.). Developing, tracking, and reporting on platform specific KPI's, day-to-day community management of major social channels (Facebook and Twitter) for brand, creation and deployment of social campaign landing pages, custom Facebook application design, development and implementation, and development of training tools for local-level and internal social media marketing execution.

- MARKETING DESIGNER; AVECTRA – 2009-2010

Created marketing content and started social marketing campaign for a commercial software firm specializing in membership management for associations. Responsibilities included design and lay-out of the initial e-mail marketing campaigns, design and creation of print collateral for internal and external marketing, creation and maintenance of corporate design throughout customer-facing outlets, and creation and editing of multimedia audio and video content for web and email distribution.

- APPLE INC.; LEAD CREATIVE – 2006-2009

I held several positions throughout my time with Apple retail, growing from a part-time Mac Specialist to full-time Lead Creative. I created a learning curriculum for six training team members, managed new team member skill development plans, optimized team scheduling system. Taught individual customers design and layout programs such as Adobe Photoshop, Apple Final Cut Express, Apple Aperture and the Apple iLife and iWork suites. Devised an internal web basics curriculum for other members of the store staff.

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★ EDUCATION

- **FULL SAIL UNIVERSITY – 2016-2019** (PROJECTED GRADUATION DATE)

I am currently pursuing a B.S. In Media Communications with plans to pursue an M.A. In Public Relations

- **BROWN UNIVERSITY – 1997-1998**

- **ST. MARY'S JR/SR HIGH SCHOOL – 1992-1997**

★ PERSONAL SKILLS

I am skilled in digital content creation and strategy development, with over 10 years of graphic and audio/video production.

My software experience includes the Adobe Creative Suite (specifically Photoshop, Illustrator, Acrobat, and InDesign) Apple Final Cut Pro, Apple GarageBand, Apple iWork, Microsoft Office, and BBEdit. I have used several software-as-a-service platforms to manage social/digital content creation, collaboration, and social media management including Canva, WooBox, ShortStack, Skype, Audio Hijack, Google for Enterprise, Basecamp, Slack, Uberconference, SproutSocial, Salesforce Social Studio, HootSuite, Buffer, and Tweetdeck.

★ REFERENCES

STEPHANIE TINSLEY-FITZWILLIAM

Founder, Tinsley PR - stephanie@tinsley-pr.com

GINNY PITCHER

Co-Founder, Kel & Partners - ginny@kelandpartners.com

KIMBERLY BOYNTON

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