

Andrew Haynes

Doward

Detail-oriented Content Creator with extensive knowledge of Final Cut Pro, Photoshop use and digital marketing. Committed to unique and aesthetically pleasing content with a talent for adapting to changing markets. Successful at posting frequently and using content management systems.

Work History

2021-12 -
Current

Creator

Youtube, Rome , GA

- Coordinated with marketing and design teams to illustrate articles.
- Conducted online research to obtain relevant information and materials.
- Identified target audiences to analyze characteristics, behavior and media habits.
- Organized collected information to produce well-written articles.
- Analyzed conversion and bounce rates to measure success of content.
- Created content with SEO keywords drawn from Google Analytics.

2009-03 -
Current

Actor

Self Employed, Atlanta, GA

- Performed humorous and serious interpretations of emotional actions and situations, using body movements, and gestures.
- Studied and rehearsed roles from scripts to interpret and memorize lines and cues.
- Studied scripts to successfully portray characters in dramas and comedies.
- Learned scripts to understand characters' relationships and develop role interpretations.
- Practiced lines and scenes independently and collaboratively to prepare for performances.

Contact

Address

Silver Creek, GA 30173-2678

Phone

7068539824

E-mail

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Technical Profile

- Microsoft Office
- Microsoft Word
- Google Drive
- Adobe Photoshop
- Adobe Illustrator
- Office 365
- Google Docs
- Social media sites
- Cloud Services
- Apple

Competencies

Digital publishing

Social media marketing

Content scheduling

Google Analytics

Social Media Management

Final Cut

Promotional video
development

- Managed time to arrive on set when required to not delay rehearsals and shows.
- Made necessary adjustments to acting, following guidance and requests from directors.

2015-03 -
2021-09

Regional Manager

Retail Investments LLC, Atlanta , GA

- Leveraged profit opportunities by recruiting top talent and managing brand image to exceed plan performance.
- Developed sales strategy based on research of consumer buying trends and market conditions.
- Worked diligently to resolve unique and recurring complaints, promoting loyalty, and enhancing operations.
- Grew market share by building strong vendor network and customer-oriented retail store and services.
- Established and maintained operational standards for 6 locations.
- Developed promotional plans to complement national sales initiatives.
- Forecasted sales and established processes to achieve sales objectives and related metrics.
- Introduced cost-saving initiatives to reduce losses and increase profit margin.
- Built and deepened partnerships with industry leaders to strengthen collaborative efforts and promote mutual profitability.
- Launched over 2 new locations through effective management of property acquisitions and construction and financial planning.

Constant Contact

Social media content campaigns

SEO techniques

Video Editing

Storyboarding

Copywriting

Traditional marketing

Audience engagement

Education

2009-08 -
2013-05

Bachelor of Arts: Digital Media

Mercer University - Macon, GA