

Alex Raye

Digital & Social Media

EDUCATION

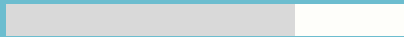
Bachelor of Science in Advertising
Art Institutes International
Sep '07–Jun '11

PROGRAM PROFICIENCY

Adobe Creative Suite



SproutSocial



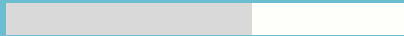
Drupal



Facebook Ads



Google Analytics



ARTIST PROFICIENCY

Photography



Graphic Design



Retouching



Gif Creation



Video Editing



References available upon
request

Alex Raye Conger

763.360.2690

alxraye@gmail.com

alexraye.com

Fort Worth

PROFESSIONAL EXPERIENCE

SENIOR SOCIAL MEDIA MANAGER

9Rooftops | Remote | Mar '22–Present

- Create, post and manage content for Tiktok, Instagram, Facebook, Pinterest, Youtube, and Twitter
- Help develop and maintain a uniquely crafted voice and social media content for multiple clients including Whirlpool's affresh and Swash, Joel Gott, Ménage à Trois Winery, Sutter Home, Pennsylvania State Lottery, and Swisher Sweets
- Support and manage influencer programming on behalf of 9Rooftops and 9Rooftops clients
- Manage respective budget for paid and/or sponsored posts for social media platforms, for high profile clients
- Assist with paid media quality assurance for paid social media content
- Assist in training and mentorship for other team members (both in and out of department) to encourage social media as an agency core competency
- Advise Creative/Account team members on general social media best practices
- Assist in developing KPI strategies for clients' social presences
- Ensure content has been proofed and approved before it's posted
- Monitor social media channels, develop regular reports for clients and 9Rooftops, evaluate and make strategic recommendations based on information and analysis
- Support the development of project plans and/or annual plans
- Stay current on emerging new technologies and recommend them when appropriate to 9Rooftops and its clients

SOCIAL MEDIA MANAGER

6th Ave Storytelling | Fort Worth | Apr '21–Dec '21

- Controlled the tone, sound, and look of the client's brand in accordance with overall brand strategy through social channels
- Created a monthly content calendar for multiple clients including Republic Property Group, Melt Ice Creams, and First Texas Bank
- Managed and coordinated social copywriting and creative writing with freelancers
- Coordinated, scheduled, and art directed client photo and video shoots
- Created a strategic plan for Instagram Stories and Community Management with the Social Coordinator

DIGITAL MEDIA COORDINATOR

Kimbell Art Museum | Fort Worth | Nov '18–Apr '21

- Developed unique content and maintained approved publishing calendar for Facebook, Twitter, Instagram and LinkedIn
- Used Drupal content management system to create and update content on the Museum's Website and coordinate with external development team
- Developed and managed all E-Newsletter marketing materials
- Performed periodic assessments on website, social media traffic, and ticket sales through SproutSocial, and Google Analytics
- Monitored, measured, and reported on promotional activities and performance
- Ensured consistency of voice and campaign integration in all outlets, as well as upholding the Kimbell brand standards
- Liaised with internal and external teams to ensure that content is reaching desired goals
- Assisted in all other PR and marketing projects and events as needed

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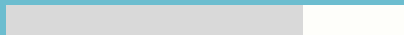
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Fort Worth

PROFESSIONAL EXPERIENCE

SOCIAL MEDIA CONSULTANT

Freelance | Remote | Aug '16–Present

- Consulted a broad spectrum of clients, from influencers and fashion designers to small business owners on their social media and online presence. Worked closely with them to build a following and maintain a relationship with their online community.
- Captured photography, videography, and digitally edit content
- Managed accounts and educate clients on a variety of social platforms including Facebook, Instagram, Twitter, Pinterest, and Snapchat
- Designed graphics, logos, email marketing campaigns, web content, and websites
- Oversaw analytics and SEO
- Built and maintained relationships with influencers and influencer campaigns
- Handled all paid media, organic growth opportunities, and media planning and buying strategies

SOCIAL MEDIA MANAGER

In Bloom Flowers | Dallas | Nov '17–Nov '18

- Managed organic and paid social media for Facebook, Instagram, and Pinterest
- Photographed and edited all content for social media and promotional materials
- Created and managed all email marketing
- Updated website materials and promotions
- Coordinated influencer marketing

MARKETING MANAGER

Spylight | Los Angeles | Jan '16–Aug '16

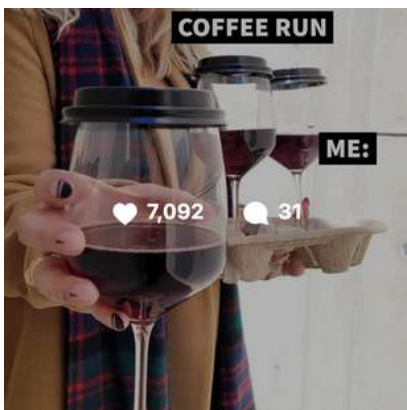
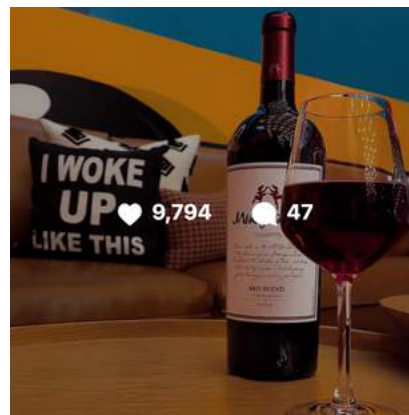
- Owned influencer strategy, marketing, and management
- Managed and operated multiple social media platforms: Facebook, Twitter, and Instagram
- Coordinated with influencers as well as studios like MTV and FOX to create, produce, and post content on their social media platforms
- Performed periodic assessments on website and social media analytics
- Organized all media planning and buying strategies
- Oversaw all organic and paid user acquisition to achieve month over month growth increase

SOCIAL MEDIA MANAGER

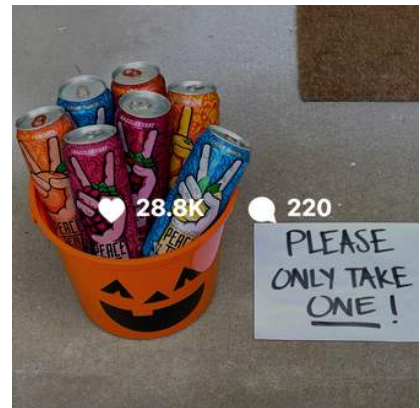
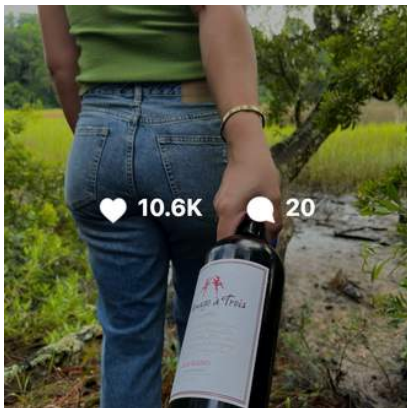
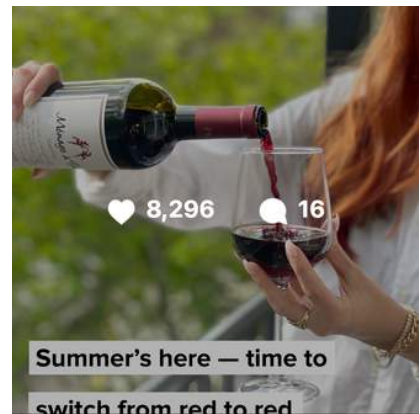
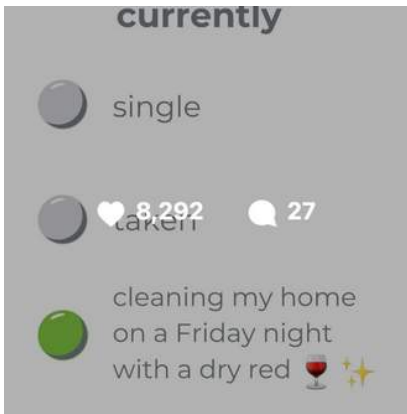
Spylight | Los Angeles | Nov '14–Jan '16

- Built and maintained online community
- Created graphics, gifs, and original content
- Managed multiple social media platforms: Facebook, Twitter, Instagram, Pinterest and Tumblr
- Performed periodic assessments on website and social media traffic analytics
- Managed SEO and blogged about fashion topics

9ROOFTOPS SOCIAL MEDIA: CONTENT CREATION



9ROOFTOPS SOCIAL MEDIA: CONTENT CREATION



6TH AVE STORYTELLING: MELT ICE CREAMS ART DIRECTING



KIMBELL: MONET THE LATE YEARS



Local Partnerships

We collaborated with multiple local businesses including coffee shops that used our branded sleeves and a restaurant that created a Monet inspired cocktail

Photography

I spent much of my time in the galleries capturing patrons enjoying the exhibition



Flower Walls

I had the idea to recreate some of Monet's paintings as flowers walls to place around the city for photo-ops. We worked with a local florist and were able to create a lot of social buzz.

KIMBELL MANAGED PLATFORMS NOV '18-APR '21

