

Amy Checho

CONTACT

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ABOUT ME

A digital content aficionado that loves helping brands find their voice in the current digital landscape. Currently freelancing with a multitude of brands ranging from a professional tennis team, fair trade, to women-run businesses.

EDUCATION

SAN DIEGO STATE UNIVERSITY

2015 | Mass Communication and Media Studies, M.A.

CALIFORNIA POLYTECHNIC STATE UNIVERSITY

2013 | Journalism, B.S Concentration In Public Relations

EXPERIENCE

2016- FREELANCE | SAN DIEGO AVIATORS

Present Social Media and Digital Marketer

- Developing daily content for all social media platforms to create brand awareness.
- Growing the audience base through organic outreach.
- Curating and creating posts for each platform with original and on-brand content.
- Scheduling monthly social media calendars around marketing brand strategies.
- Engaging with influencers to help with the launch of products, services and more.
- Daily posting and interacting with fans and other users to grow an online community.
- Executed paid ads strategies and campaigns to increase followers, awareness and sales.

2015- RACHEL KAY PUBLIC RELATIONS

2016 Assistant Account Executive

- Maintained and executed public relations campaigns for national consumer brands in the fitness, health and wellness industries.
- Developed weekly social media calendars and content for multiple clients to provide continual audience engagement.
- Managed social media platforms, in real-time, implementing quarterly social media campaigns.
- Implemented daily posting on Zulka Sugar's Facebook Page, which decreased engagement to a \$0.01 conversion and increase Likes to more than 100,000.
- Reported monthly qualitative and quantitative data on social media campaigns to clients indicating successes and ways to improve.
- Established relationships with press and media influencers to ensure continual coverage for each client monthly.

SKILLS

Organic Social Media	Community
Paid Facebook Ads	Management
Google Analytics	Copy Writing
Website Editor	Content Creator
Graphic Design	Influencer Outreach
Email Marketing	Google Ads
SEO	Cat Whisperer