

Paige Reid

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EDUCATION

JOHNS HOPKINS UNIVERSITY

Spring 2021

Master of Arts in Communication | Concentration in Digital Communication and Corporate/ Non-Profit Communication GPA | 4.0

FLORIDA STATE UNIVERSITY, Tallahassee, FL

May 2018

Bachelor of Arts in Editing, Writing, and Media | Minor in Communication | Cumulative GPA: 3.61

HIGHLIGHTS

Strategic Communications
Writing/Editing/Proofing
Client Relationship Management
Newsletter Creation
Vendor Relations
Team Collaboration

Marketing Campaigns
Hospitality Experience
Press Releases
Event Planning
Website Creation

Social Content/Scheduling
Graphic Design
Multilingual Email Campaigns
Content Management System
AP Style Writing

Technology | Adobe Illustrator, Salesforce, Maropost, Canva, MemberClicks, Mailchimp, Hootsuite, Twitter, Instagram, Facebook, LinkedIn, Microsoft Office Suite (Word, Excel, PowerPoint), eInsight, eUpgrade, eConcierge, Yammer, and Medium

EXPERIENCE

UNITED NATIONS DEVELOPMENT PROGRAMME | People for 2030 Communications Intern, New York, NY (Remote) 2020 – Present

- Created published content and managed UNDP internal and external communications for People for 2030 Campaign (Yammer, UNDP Careers Twitter, and LinkedIn) while tracking KPI's for each network.
- Conducted in-depth interviews with UNDP Country Office personnel from over 10 different countries around the world, including Ghana, Indonesia, Sao Tome and Principe, Sudan, Kenya, Kazakhstan, Albania, Turkey, Ecuador, Panama, and Bhutan.
- Created and presented Pitch Decks for communication campaigns on a monthly basis to the Director of the Office of Human Resources that included communication strategies to meet the goal of each assignment.

CENDYN | CRM Account Coordinator, Boca Raton, FL

2018 - 2019

- Computed and organized data such as email addresses, clicks, ADR, ROI, emails sent, emails delivered, physical addresses, and client lists using Excel (conditional formatting, tables, charts, equations, etc.) and used Maropost to emails reached targets.
- Used Salesforce to manage customer relationships, marketing emails, strategic communications, and metrics analysis for international luxury resorts (Virgin Hotels, The Zags Hotel, Hotel Madison, Hotel Commonwealth, and Rosewood Hotels).
- Created and executed multilingual email marketing campaigns in Simplified Chinese, Traditional Chinese, English, Thai, Spanish and French using HTML. Reported email marketing campaign performance in weekly presentations that featured analytics and metrics captured from email campaigns.
- Participated in weekly client calls to review marketing plans and reporting metrics.
- Provided client customer service and technical support for industry marketing platforms on eInsight/eUpgrade/eConcierge.
- Conducted phone trainings for new hires.
- Performed quality assurance checks for marketing emails for 12 clients to ensure content was correctly loaded and accurate.

INSTITUTE FOR NONPROFIT INNOVATION AND EXCELLENCE (INIE) | Marketing Intern, Tallahassee, FL

2016 - 2017

- Created and distributed press releases for events happening in nonprofit sector.
- Assisted with brand guide for internal marketing uses (approved colors, fonts, and graphics).
- Created newsletters using Mailchimp and Canva. Sent social media posts and emails through Hootsuite and Memberclicks.
- Created content for social media accounts in brand voice using Canva and scheduled posts through Hootsuite for LinkedIn, Facebook, and Instagram. Updated information/dates/images on website.
- Worked with CEO to schedule and coordinate speakers for conferences including Annual Sector Forward Conference and events including INIE's Grand Opening. Worked with vendors and local businesses to order refreshments and favors.

COURSEWORK/PROJECTS

Relevant Coursework | Writing, Editing in Print and Online, Article and Essay Technique, Communication in Practice, Advanced Writing and Editing, Rhetoric, History of Text, Fiction Technique, Advanced Article and Essay Workshop, Fiction Workshop, Research and Writing Methods, Advertising, Mass Media Law, Introduction to the Digital Age, Public Relations in the Age of Digital Influence, Persuasion, Using Social and Digital Media, Risk and Crisis Communication, Branding and Advertising

Graduate School

Digital PR Strategy: Created an entire Digital PR Strategy for a mobile biometrics solutions company that included influencer engagement components along with social media audit, and social content plan based on the client's goals and objectives.