

MALLORYCOLLIFLOWER

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SOCIAL MEDIA / WEB EXPERIENCE

AutoNation, Inc. 2010 – Present

Social Media Coordinator

- Manage national and regional Twitter and Facebook accounts
- Develop social media promotions and campaigns
- Guide associates on tools and best practices
- Measure growth, interaction and engagement using various tools
- Provide customer service on social networks
- Write and edit blog posts for AutoNation corporate blog
- Write and edit internal communication e-mail newsletter

Miami Herald Media Company 2008 – 2010

Online Producer

- Maintain news content on MiamiHerald.com
- Write and edit news stories, headlines and photo captions
- Deliver breaking news via text and e-mail alerts
- Manage Miami Herald Twitter and Facebook accounts
- Produce multimedia content and monitor site traffic
- Moderate user comments

OTHER EXPERIENCE

University of Florida

Video & Collaboration Services 2005 – 2008

Video Services Technician

- Handled phone calls, e-mails, billing and purchasing for the department
- Conducted video conferences, live internet streams and video recordings
- Record and update nightly educational podcasts
- Assist in department website redesign

SUMMARY

I am an online-journalist-turned-marketer who took a passion for social media in my personal life and turned it into my professional life. I bring transparency to marketing through journalistic ideals and social media tools. I believe in using the Internet to empower consumers, readers and audiences. I am interested in new and emerging technologies, multimedia and building online communities.

SPECIALTIES

HTML & CSS	Copy editing
AP Style	Copy writing
WordPress	Facebook
Online conversation monitoring tools	Twitter
Content management systems	Photoshop
	Public speaking

EDUCATION

Bachelors of Science - Journalism

University of Florida

2004 - 2008 Gainesville, Florida

Salutatorian

South Broward High School

2000 - 2004 Hollywood, Florida

REFERENCES

Ask my Twitter followers. They know me best.

Real references available upon request.

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