

Sherri Horton

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<http://www.linkedin.com/in/sherrihorton>

Dynamic and highly skilled individual with major success in a variety of fields. An International Relations graduate with public relations, social media, and sales experience with the ability to learn quickly and efficiently. A problem solver with a team-oriented mindset and entrepreneurial spirit that will yield outstanding results every time.

SKILLS

Team Leader – Strategic Planning – Organization – Public Relations – Customer Service – Marketing – Writing/Editing – Chinese – Social Media – SEO/SEM – Adwords – Facebook – Word Press – Twitter – LinkedIn – Tumblr – Google Analytics – Pinterest – Google+ – YouTube
TripAdvisor – Yelp – Blogger – FourSquare – MailChimp – TweetDeck – Reddit – Digg – Constant Contact – Cision – Photoshop – Intermediate Dreamweaver/HTML – Excel – Word – Powerpoint – Outlook

PROFESSIONAL EXPERIENCE

On The Marc Media - Rockville, MD

Feb 2012 – Current

Leading National Public Relations, Social Media and Media Production Agency.

PUBLIC RELATIONS AND SOCIAL MEDIA SPECIALIST

Responsible for the supervision of marketing and public relations strategies for an array of clients including medical practices and law firms in the District of Columbia, Virginia, and Maryland areas. Implement and analyze online advertising campaigns through Facebook Ads and Google AdWords. Develop and distribute marketing material, direct email and traditional correspondence campaigns. Research, develop and write blog entries, newsletters, brochures, web copy, news releases, media pitches, RFPs, social media updates, websites, videos and other content to promote clients and OTMM. Manage PR and social media (Facebook, Twitter, Pinterest, LinkedIn accounts) to engage online community and prepare awareness campaigns. Create and maintain interactive websites through online management systems. Use Google Analytics to track website traffic and analyze the effectiveness of online efforts. Monitor media coverage through Cision Social Media Monitoring.

Sherri Horton

Great Wall Adventure Club - Shanghai, China (Telecommuting) Feb 2011- June 2012
Industry Leader in International Adventure Travel to China.

SOCIAL MEDIA/INTERNET MARKETING AND SALES ASSOCIATE

Outreached to organizations, high schools, and universities to advertise and sell organized adventure, hiking, and trekking trips in China. Maintained Facebook, Twitter, and TripAdvisor accounts, including monitoring, analytics and intermediate SEO writing.

Rollinglobe Media - New York City, New York Dec 2010- March 2011
Worldwide Marketplace for Travel Consumers and Passionate Tourism Vendors.

INTERNATIONAL EDITORIAL AND SOCIAL MEDIA CORRESPONDENT

Composed pieces pertaining to international travel, nightlife and the adjustment period when becoming accustomed to a new culture. Adhered to strict deadlines and created content that would bring viewership to the website, as well as promote fellow writers' pieces through all avenues of social media such as Facebook, Twitter, Tumblr, etc. Correspondent for Phuket, Thailand. Has also contributed to other guides from travel experience through other parts of Thailand, India, Cambodia, Italy, Spain and France.

EDUCATION

Bachelor of Arts in International Relations | 2010
University of Delaware, Newark, DE

Volunteer at Camp PLAY | 2009 - Current

Camp PLAY is a volunteer run summer program for special needs children. In charge of 7-10 kids with different ranges of mental disabilities (ADD, Down Syndrome, Hyperactivity, Aspergers, etc). Have worked one on one with a 7 year old boy with Down Syndrome.

Social Director for Delaware Women's Lacrosse | 2008 – 2010

In charge of planning fundraising and team-building events off the field. Held pumpkin sales in anticipation of our spring seasons. T-shirt sales to raise money and fan awareness on campus. Fundraisers at different bars and restaurants on campus. Team-building events including short trips and fun work-shops.