



Blythe Wilson
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About Me:

I am a public relations professional with several years of experience in social media management, marketing campaigns, public outreach, and content writing. In addition to time served in the communications field, I have several years of experience in management and other leadership roles.

Education:

- Bachelor of Arts, Public Relations: Will graduate Dec. 2018, Magna Cum Laude
Department of Journalism and Strategic Media
University of Memphis, Memphis, Tennessee

Professional Skills

- Microsoft Office (Power-Point, Excel, and Word)
- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop
- Exceptional Writer
- WordPress
- Hootsuite Certified
- Google Analytics Certified
- Photography/ Videography

Employment

- Memphis Veterinary Specialists (PetVet Care Centers)
Cordova, Tenn. Public Relations Associate / Digital Marketing (April 2015 - Present)
Social media manager for four different companies associated under the company umbrella. Develop and manage online marketing campaigns for Facebook, Twitter, and Instagram. Manage website content and some SEO practices. Perform photography and videography for social media channels and websites. Measure the success of websites and social media campaigns with dashboards and analytics. Creator and writer of veterinary-related blogs associated with the company. Responsible for monthly company-wide newsletter to enhance communication within the company, as well as monthly newsletters to clients and referring veterinarians.
- 901 Nutrition
Memphis, TN. Social Media Manager (June 2017 - August 2017)
Summer contracted employee
Developed and managed online marketing campaigns for Facebook, Twitter, and Instagram. Developed and promoted blogs related to nutrition. Measured the success of social media campaigns with dash boards and analytics.