

EIMILE HARRISON

MARKETING PROFESSIONAL

CONTACT



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Greenville, SC

CERTIFICATIONS

Social Marketing | Hootsuite, 2020

Social Media Marketing | HubSpot, 2024

SKILLS

Creative Thinking

Able to Multitask

Strong Communicator

Dedicated to Learning

Monday.com

Brand Strategy

Social Media Management

Sprout Social

Hootsuite

Detail Oriented

Microsoft Office

Adobe Creative Suite

Canva

Zoho One

LANGUAGES

English



French



EDUCATION

Clemson University
Communication (B.A.)

WORK EXPERIENCE

TikTok & YouTube- Social Media Manager

The Lauren Ashtyn Collection

July 2024-November 2024

- Scheduled content 2x daily for 3 TikTok accounts within the beauty industry; Scheduled YouTube Shorts for 2 Channels with daily posts
- Filmed, Edited, and Re-purposed content for both short- and long-form use
- Tracked analytics weekly
- Monitored the platforms to identify trending content
- Daily engagement with followers through comments and/or direct messages

Freelance Social Media

Contract

February 2024-Present

- Creating graphics for a professional speaker for use on social media and within branding

Retail Associate

By His Grace

February 2024-July 2024

- Assists in the running of a small business by tagging clothing items, preparing transfers/designs, and packing orders.

Marketing Manager

Primeau Productions

Aug 2022 – Dec 2023

- Utilized social media platforms like Instagram, Facebook, and LinkedIn to increase engagement and brand awareness by 10%.
- Optimized YouTube videos leading to a 60% increase in viewers and subscribers for one client.
- Supported the company by accomplishing administrative tasks such as coordinating client visits, checking in on projects, and running errands when needed.
- Managed social media software and CRM with Zoho One.
- Utilized Adobe Photoshop to design company banner for a national conference.

Account Coordinator

Ghost Brands

Feb 2022 – June 2022

- Developed strong organizational and communication skills while running point on multiple accounts across different industries.
- Scheduled and led client meetings, took meeting notes, and provided clients with meeting summary reports including action items.
- Wrote 6mo-12mo detailed social media calendars and maintained them, supporting brand identity while tapping into seasonal moments and appropriate trends.
- Designed social media campaign to increase brand awareness with target audience for restaurant re-opening

Junior Account Executive

Radical Company

Aug 2021 – Jan 2022

- Managed 3 accounts, ensuring deadlines were met in a timely manner for each.
- Scheduled and ran client meetings, took notes, and wrote meeting summaries for agency and client records.
- Worked closely with creative teams to produce high-quality content that resonates with audiences.
- Utilized project management software to input and track jobs across the agency for the clients

Social Media Manager- Contract

Paris Mountain Marketing

Feb 2021 – April 2022

- Managed 4 accounts
- Scheduled and sent social calendars for approval to owner then client.
- Used Sprout Social to facilitate scheduling social media calendars
- Managed content creation, curation, and scheduling for multiple social channels per account, while monitoring comments and responding promptly to inquiries.