

AMANDA ROBBINS

EDUCATION

University of Maryland

College Park, MD

B.A. in Communications

Focus in Public Relations

Graduated May 2013

SPECIALIZATIONS

Twitter | Facebook | Instagram

LinkedIn | Pinterest | YouTube

Hootsuite | Sprout Social

Socialbakers | WordPress

Canva | Adobe Photoshop

Adobe InDesign | Adobe Premiere

GET IN TOUCH

amandarobbins9@gmail.com

443.538.1535

6064 Wooten Drive

Falls Church, VA 22044

WORK EXPERIENCE

SOCIAL MEDIA STRATEGIST

Julie Parker Communications Freelance

May 2020 – Present

- Manage branding and social media strategies for professional services and law enforcement clients
- Offer presentations and trainings on best practices for social media

SOCIAL MEDIA STRATEGIST

CARFAX Centreville, VA

September 2019 – April 2020

- Planned and executed a social media strategy for 460,000 followers across Twitter, Facebook, Instagram and LinkedIn
- Designed graphics, created shareable videos, and helped generate blog ideas to amplify on social
- Monitored mentions and oversaw consumer engagement across platforms
- Used a consistent voice and brand to ensure all engagements served to amplify our message

SOCIAL MEDIA STRATEGIST

Yes& Agency Alexandria, VA

February 2018 – September 2019

- Managed social media for the Fairfax County Police Department, totaling 325,000 followers
- Created a style guide to encourage a consistent voice throughout written content
- Developed and maintained an editorial calendar
- Designed graphics and marketing materials
- Analyzed social media pages for useful metrics
- Coordinated numerous ongoing campaigns to increase visibility of different bureaus and divisions within the department

COMMUNICATIONS COORDINATOR

Jhpiego Washington, DC

September 2016 – February 2018

- Provided communications support for USAID's flagship Maternal and Child Survival Program
- Created content for all social media channels
- Managed digital communications campaigns