

AMANDA DEJONGE

SOCIAL MEDIA VIDEO PRODUCER

EXPERIENCE

SOCIAL MEDIA PRODUCTION ASSOCIATE

The Ohio State University | Columbus, OH | 2022-Present

- Produces visual and creative content for Ohio State social media platforms, creating audience-centric, engaging media to drive brand engagement, growth, and institutional goals through social channels
- Partners with Ohio State creative directors, designers, and writers to develop creative assets for leveraging across multichannel strategies
- Assists with daily planning, copywriting, community engagement, monitoring, analytics reporting, and publishing for more than 2MM social media followers across Facebook, Instagram, LinkedIn, X, TikTok, and YouTube using Sprout Social
- Manages Social Media Student Assistants, overseeing their professional development, content ideation, and content production
- Produces multiple video assets for paid campaigns on both local and national scale
- Organizes Ohio State social media student influencers and other external partners to create user-generated or collaborative social media video assets for various platforms

SOCIAL MEDIA MANAGER

Mid-Ohio Food Collective | Grove City, OH | 2019-2022


- Implement social media campaigns, promotions, and messaging across multichannel platforms
- Create written and visual content for each social platform using Adobe Creative Cloud software and Canva
- Manage and track digital advertising campaigns using in-platform analytics as well as Sprout Social and Hootsuite
- Compose publishing and layout design of social media assets in the form of kits and compilations of suggested content for internal and external stakeholders
- Research and share broad-based digital consumer insights to influence overall communications strategy
- Grow social communities to engage audiences and social influencers to drive awareness of initiatives, engagement opportunities, and advocate action


VIDEOGRAPHER & DIGITAL MEDIA CONSULTANT


Golden Touch Media | Upper Sandusky, OH | 2018-2019

- Crafted high-quality film productions for weddings, small businesses, school districts, non-profits, and individual clients.
- Consulted clients on branding, user experience, social media presence, as well as digital and print marketing.
- Designed marketing tools such as brand assets, flyers, social media kits, business cards, and promotional pieces for client use.

CONTACT

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 Columbus, OH

EDUCATION

BACHELOR OF ARTS

The Ohio State University

New Media & Communication Technology

2014-2018

SKILLS

ADOBE CC SUITE



SPROUT SOCIAL



ASANA



MICROSOFT OFFICE



CANVA



EXPERIENCE

STUDENT MULTIMEDIA SUPPORT

The Ohio State University Digital Union | Columbus, OH | 2017-2018

- Assisted and tutored students with professional creative software within Adobe Creative Cloud
- Managed and supervised Ohio State Digital Union locations, maintaining equipment and creative machinery like 3-D printers.
- Fostered a creative environment, training students, staff, and faculty for use of A/V studios and hardware and maintaining a schedule for use.
- Coached pre and post-production efforts to guide students and other users toward a desired final product or project.

BRAND AMBASSADOR

BANGS Shoes | Ashland, VA | 2017-2018

- Promoted BANGS mission and product on personal social media channels, primarily Instagram
- Participated in BANGS paid promotion and social media brand voice implementation
- Collaborated with fellow ambassadors to boost social media engagement and sales
- Assisted with influencer marketing campaigns and paid strategies to drive sales

DIGITAL COMMUNICATIONS ASSISTANT

The Ohio State University, Office of Academic Affairs | Columbus, OH | 2017

- Transitioned web content to new content management system (ModX to Drupal).
- Streamlined management and maintenance of The Ohio State University's StoryShare and Discovery Themes sites.
- Authored copy for web pages, newsletters, and email marketing.
- Scheduled and distributed email marketing through MailChimp.

MARKETING COMMUNICATIONS ASSISTANT

The Ohio State University at Marion | Marion, OH | 2014-2017

- Designed, printed, and published marketing materials for Ohio State University events, student life, development initiatives, and enrollment efforts.
- Produced digital creative content, including videography, photography, and junior graphic design work for print materials, web modules, and social media.
- Assisted in the management of campus website and all campus social media accounts – Instagram, Twitter, Facebook, and YouTube.

SOCIAL



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EXPERTISE

SOCIAL MEDIA

CONTENT CREATION

DIGITAL MARKETING

BRANDING

WEB COMMUNICATION

PROJECT MANAGEMENT

CERTS

ADOBE MAX

Adobe | 2016, 2017, 2019, 2020

BLUEPRINT

Facebook | 2018

FLIGHT SCHOOL

Twitter | 2018

HOOTSUITE ACADEMY

Hootsuite | 2019