

# Michelle Osbourn

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## Professional Skills:

- Campaign strategy and development
- Creative copywriter
- Social media expert
- Strong client relations
- Excels at team collaboration
- Proficient in marketing communication, advertising design, creative strategy, and social media strategies

## Experience:

### Account Executive

1.2021 – Present

*71 West • Remote / Boston, MA*

- Serve as the account lead and primary social media liaison for The Luxury Collection hospitality brand
- Create and execute social media strategies, content franchises, and social personas and strategies aligned with client business objectives and overall brand voice
- Research and develop influencer campaigns and organize global activations, leading communication between influencers and hotel/brand teams
- Lead client calls to provide performance updates, coordinate content calendars, and plan campaigns
- Manage social media editorial calendar, crafting content for brand social channels
- Provide performance and benchmarking reports on paid, earned, and owned social media efforts
- Assist with photoshoots for brand social and editorial content, including research and shot list creation as well as on-the-ground support and creative direction
- Assist with training and supervising junior roles

### Junior Account Executive

10.2019 – 09.2020

### Assistant Account Executive

09.2018 – 10.2019

*Pandemic Labs • Boston, MA*

- Worked with top luxury hospitality brands including The Ritz-Carlton Hotel Company, JW Marriott Hotels, and The Ritz-Carlton Yacht Collection, as well as over 90 associated properties
- Created engaging content for clients' social media channels – including Facebook, Twitter, and Instagram
- Assisted in developing award-winning social campaigns and content strategies
- Led all community management across social channels by promoting conversations with followers and answering questions
- Assisted in developing and managing influencer campaigns
- Gathered data and metrics on social performance for client-facing reports
- Contributed to internal efforts by writing blog posts, organizing initiatives to improve office culture, and producing content for the agency's personal social channels

**Experience  
(Continued):**

**Data & Information Management Assistant**

05.2016 – 09.2018

*David S. Estock, MD – Family Medicine • Wilmington, DE*

- Assisted with practice's transition to digital/online medical records
- Created a company website – including all research, copy, and design
- Monitored patients' account integrity and accuracy

**Social Media/PR Coordinator & Writer Intern**

09.2015 – 12.2015

*Wilesmith Advertising | Design • West Palm Beach, FL*

- Created on-brand social media posts and social media calendars
- Assisted in development of strategies for clients' special events
- Researched and drafted PR stories

**Education:**

**Bachelor of Science in Communication Studies,  
Concentration in Advertising and Public Relations**

05.2015

*Liberty University • Lynchburg VA*

- *Summa Cum Laude*, Lambda Pi Eta Honor Society