

JANINE MARIE ALBRECHT

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EDUCATION

The University of Georgia, Athens, GA

Anticipated Graduation Date: May 2021

Bachelor of Arts in Piano, Franklin College of Arts and Sciences

Bachelor of Arts in Entertainment and Media Studies, Grady College of Journalism and Mass Communications

- GPA: 3.95/4.00
- Presidential Scholar & Out-of-State Tuition Waiver based on Academic Success and Talent

WORK EXPERIENCE

ObtainHealth Telemedicine & Dr. O Care, Ponte Vedra Beach, FL

January 2021 – Present

Social Media Manager

- Collaborated with an Integrative Medicine Doctor to create social content that is innovative and engaging
- Established and maintained a strong social media presence for four medical brands on all major platforms

Collective Minds Incorporated, Atlanta, GA

September 2020 – Present

App and Website Development Account and Sales Manager

- Managed and trained a team of interns to acquire new leads for potential app and website development clients
- Created a social media presence for the sales representatives and managed the content and information promoted
- The point of contact for clients when coordinating digital marketing and website strategies

Collective Minds Incorporated, Atlanta, GA

September 2020 – Present

Search Engine Optimization Specialist

- In charge of any SEO related content and strategies while writing and maintaining Collective Minds' business blog
- Consulted on client projects to provide a solid SEO strategy and managed the execution and implementation

CloudMellow Consulting LTD Co., Jacksonville, FL

May 2020 – August 2020

Digital Marketing Intern

- Partnered with Account Manager and Search Engine Optimization Analyst to evaluate innovative growth strategies
- Delivered high-quality meta-descriptions, linked applicable research, managed and wrote blogs for key clients
- Assisted call reporting campaigns for Baptist Labor and Delivery and North Florida OB-GYN
- Proven experience working with advertising and media experts to produce successful content and drive business

ItWorks Global, Athens, GA

January 2020 – August 2020

Network Marketing

- Successfully spearheaded health and wellness campaigns on platforms including Instagram and Facebook
- Monitored online presence of the company's brand to incentivize profits through testimonials and giveaways
- Managed individual social media platform through the creation and strategy of product posts

Self-Employed, Ponte Vedra Beach, FL

January 2013 – July 2020

Private Classical Piano Instructor

- Facilitated the coordination of musical concerts and recitals at various showcases
- Strengthened student musicianship through classical music theory and music history curriculum development
- Earned leadership and community recognition in establishing and maintaining a private studio practice

RELEVANT LONG TERM PROJECTS

Website and Social Media Marketing

August 2018 - Present

- Created and continuously update personal website
- Promoted piano instructing business and sound design with personal social media platforms
- Used social media to build a digital presence for several companies and drive user engagement

Score Composing and Sound Design

August 2016 - Present

- Composed film scores and sound design for several movie scenes and student short films
- Used Adobe Premiere, Logic Pro, Finale, and iMovie to complete two independent short films

Recording and Sound Engineering

August 2014 - Present

- Composed and recorded music for songs, jingles, and scores using Logic Pro and Protools
- Recorded classical music concerts and film score tracks using Protools

SKILLS

- Bilingual in German and English
- Excellent copywriting and editing skills with close attention to detail
- Completed Inbound Marketing Certification, SEO Expert Certification, and Excel Certification
- Working towards Google Ads and Google Analytics Certifications
- Strong understanding of social media platforms including Pinterest, Facebook, Zoom, Twitter, and Instagram
- Competent in Microsoft Word, Excel, PowerPoint, Apple Pages, Keynote and Numbers, Google Docs, Slides, Forms, and Sheets, Google Data Studio, HootSuite, Slack, Telegram, Asana, Canva, and WordPress
- Familiar with music notation software Finale and Sibelius, and with video and sound editing software Logic Pro, Protools, GarageBand, iMovie, Adobe Premiere Pro, Photoshop, Lightroom and basic sound recording equipment