

DeShara Suggs-Joe

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PROFESSIONAL EXPERIENCE

Social Copywriter | Turner PR, New York, NY | Feb 2019 - Feb 2020

Clients: *Ellesse, Kimpton Hotels: EPIC, Surfcomber, Vero Beach, Angler's, Palomar, Hertz Europe, Westin Nashville, Rhapsody Spa, Flywheel*

- Write and manage monthly content calendar for clients to optimize awareness and increase clicks to site
- Created content and branding strategy for Palomar's social presence launch
- Increase impressions and engagement on Instagram, Facebook and Twitter by over 25%
- Aid in influencer communications across brands to align clients with the most beneficial opportunities, like hosting a Victoria Secret Model at one of our hotel's that garnered over 40,000+ likes on a branded post
- Produce messaging and action plan to support clients in crisis management
- Handle daily community management, UGC sourcing, scheduling and other needs related to social content
- Assist team with monthly KPI reports that provide insightful analysis on how to improve social efforts

Creative Director, Workshops | Winter Tangerine, New York City, NY | Oct 2018 - present

- Facilitate writing workshop for students around best writing practices and assign tailored writing prompts
- Lead team on all creative aspects of workshop programming including construction of syllabi, hiring appropriate workshop facilitators, and creation of new workshop themes
- In charge of writing and editing copy, publishing best writing for website, and creating online presence for our alumni Facebook group
- Work independently and with other departments to manage creative works such as banners, copy, typeform, etc. for website and social to promote and fill workshops
- Assist with reading student's applications to curate an atmosphere in workshops that is warm and inspiring

Co-Founder | Daughter's Tongue, Oakland, CA | Mar 2016 - June 2018

- Curated high level all women or gender non-conforming readings and performances
- Co-wrote and produced a collective chapbook that sold out during our first reading
- Managed vendor relations for shows such as venue space, media (videographer), photographers, etc.
- Led panel discussions on collaboration and diversity in the creative writing academic space
- Assisted with writing and editing for grant proposals that aided in funding of our projects

Key Holder | Viscera, Oakland, CA | 2015 - 2016

- Contributed to boosting social media followers by 40%
- Wrote and proofread blog entries and marketing material to create brand awareness and higher sales
- Responsible for opening, closing, and managing store independently
- Assisted owner with buying to drive sales with emphasis on the accessory business
- Maintained sales goals set by the owner and brought in clientele to grow business

Social Media Specialist | LiftMaster, Elmhurst, IL | 2015

- Wrote and managed monthly social content calendars to boost engagement with our B2B partners and customers
- Increased impressions and engagement on Facebook and Twitter by over 50%
- Coauthored monthly internal newsletter highlighting new social marketing trends and big wins on social
- Provided messaging for outages or crises, and managed customer service concerns on social channels

EDUCATION

California College of the Arts, San Francisco, CA | MFA Writing

Poetry Concentration | Merit Scholarship | All College Honors Scholarship in Poetry | Eleven Eleven Literary Magazine Poetry Staff | Youth Speaks Extern | WRA 1 & 2 Teacher Assistant | Graduation: May 2017

Columbia College Chicago, Chicago, IL | Marketing Communications

Public Relations Concentration | Opportunity Scholarship | Dean's List Fall 2010 | GPA: 3.46 | Graduation: Dec 2010

Skills: Creative Writing, Digital Storytelling, Copywriting, Editing, Blogging, Social Media Strategy, Content Management, Community Management, Social Media Management, Teaching, Building Curriculum, Event Planning, Influencer Relations, Vendor Relations, Intermediate Adobe Suites, Mail Chimp, Client Relations, Styling, Radian 6, Quickbooks, Salesforce, SEO, Later, Falcon, Google Analytics