



# JAIDIN KNIPP

PROMOTIONAL COMMUNICATION & DIGITAL  
CONTENT PRODUCTION

## Profile

An experienced social media manager and marketer that specializes in content creation and digital marketing, with an education in Journalism and PR. I have experience with social media, writing, video editing and production, photo editing, podcast production and editing, Adobe, Google analytics, Hootsuite, Canva, and Microsoft office.

## EXPERIENCE

### MARKETING & PROMOTIONS COORDINATOR

First Catholic Slovak Ladies Association | FCSLA Life  
**MAY 2024- Present**

- Creating, strategizing, and executing the overall marketing plan for FCSLA Life
- Designing and updating all marketing materials including but not limited to graphics, sales flyers, social media graphics, brochures, email newsletters, announcements, advertisements
- Strategizing, creating, managing, & analyzing social media content and platforms. Producing analytics reports and audits for the board and CEO
- Producing and editing video content as needed by the home office and other departments
- Create and execute paid media campaigns
- Managing and updating the Home Office website as well as the pages for individual branches and districts
- Overseeing and creating advertisements for events and sponsorships ensuring they are submitted by deadlines and properly paid for, keeping documentation and record of payment
- Handling the marketing co-op program, corresponding with agents, getting necessary materials and ensuring they are reimbursed in a timely manner
- Corresponding with and assisting the National and Regional Sales Managers, sales agents, and recommenders with any marketing needs and sales materials

### SOCIAL MEDIA & PROMOTIONS DIRECTOR

Christian Life Church

**APRIL 2024 - November 2025**

- Create graphics and content for marketing and promotions.
- Design and distribute promotional materials including flyers, email newsletters, presentation, and handouts.
- Create and manage all social media platforms and content
- Create any materials needed for events such as forms, flyers, online advertisement, social posts, online registration
- Capture photo and video content of services, events, and other as needed

 440-527-1820

 jaidink@gmail.com

 Northeast, Ohio

 jaidingrace.com

## EDUCATION

### BACHELOR OF JOURNALISM & PROMOTIONAL COMMUNICATION | MINOR IN DIGITAL CONTENT PRODUCTION

Cleveland State University

**2021 - 2023 | Completed in 2 years**

### ASSOCIATE OF ARTS - AA

Lakeland Community College

**2017 - 2020 | CCP Program**

## SKILLS

- Communication
- Public Relations
- Marketing
- Recruiting
- Hospitality Industry
- Customer Service
- Audio Recording & Editing
- Adobe Creative Suite
- Microsoft
- Photography
- Videography
- Instagram, Facebook, Twitter, TikTok, Threads, Pinterest, YouTube
- Canva
- Hootsuite, Buffer
- Google Analytics
- HubSpot
- Meta Business Suite
- Data Analytics
- Wordpress, Wix
- Paid Media



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## EXPERIENCE CONT.

### SOCIAL MEDIA MANAGER

The Beauty & The Beard Salon and Spa

#### OCTOBER 2020 - Present

- Manage the salon's social media platforms including Instagram, Facebook, Pinterest, and TikTok.
- Create compelling and well-crafted content including photos, video edits, designed advertisements, digital marketing, and other digital content for each site.
- Establish and nurture our businesses' voice and presence across platforms while cultivating engagement and growing our audience.
- Design, implement, and manage campaigns aligned with our goals to promote product sales, increase bookings, improve client retention, and increase overall profits.
- Use knowledge of data, trends, tools, and other analytics to measure, audit, and optimize overall social media performance.

### PATIENT SERVICE SPECIALIST

Cleveland Clinic

#### AUGUST 2023 - MAY 2024

- Professionally investigates, triages, and resolves patient issues.
- Performs patient registration, pre-visit, insurance verification, scheduling, arrival desk and/or departure desk activities according to standards and guidelines ensuring accuracy and an outstanding patient experience.
- Effectively collaborates and communicates with clinical staff, i.e. providers, nurses and other support staff.

### INTERN & STUDENT BRAND AMBASSADOR

Cintas

#### DECEMBER 2022 - MAY 2023

- Assisted HR Manager with employee engagement, location events, in-office fliers and marketing, filing, and other office needs.
- Oversaw and conducted quarterly safety observations with all location employees and assisted other safety trainings and audits.
- Assisted service dept. with on-site administration of the company's largest account install at the Cleveland Cliffs and route check-in duties.
- Worked with the Talent Acquisition Team at the corporate location as a Brand Ambassador at Cleveland State. Formed connections, gained exposure for, and represented the company on campus.
- Posted frequently on LinkedIn to bring attention to the company and the available internship and Management Trainee programs offered.

## REFERENCES

### DR. BETH THOMAS

Former Professor

[e.a.thomas88@csuohio.edu](mailto:e.a.thomas88@csuohio.edu) 440-591-8378

### KATIE BELL

Supervisor / Employer

440-344-0073

### REBEKAH MISHKO

Supervisor

330-540-1911

## LICENSES & CERTIFICATIONS

### SOCIAL MEDIA MARKETING CERTIFICATION

Hootsuite Academy

58994662

### HOOTSUITE PLATFORM CERTIFICATION

Hootsuite Academy

58254845

## HONORS

### MAGNA CUM LAUDE

Cleveland State University

MAY 2023

### STUDENT OF THE YEAR

Cleveland State University

APRIL 2023

### DEANS LIST

Cleveland State University

AUGUST 2021 - MAY

2023