

Paige Turner

Content &
Communications
Specialist



WEBSITE

lillianorpaige.com

ABOUT ME

I'm a firecracker with an affinity for words and conversation. With more than 8 years of experience in the marketing and communications industry, I'm ready to utilize my adaptability, creativity, and expertise to best fit and amplify your brand.

CAREER EXPERIENCE

Content & Communications Manager

2022 | *Shokz*

- Streamlined content production and planning processes company-wide
- Strategized and managed numerous marketing projects and sale promotion plans on channels including social media, direct marketing, Google ads, and Influencers platforms
- Managed email marketing plans and growth marketing platforms
- Implemented meta copy and SEO protocols and branding guidelines
- Performed media relations and brand representative duties
- Managed social media strategies and brand collaborations by operating project management software daily
- Lead a variety of marketing promotions and campaigns

Communications Specialist

2021 - 2019 | *Shokz/AfterShokz, LLC*

- Provided copywriting expertise for numerous brand materials
- Generated various copy assets for company marketing and products for print and digital platforms
- Managed content plans for brand and sale campaigns
- Managed social media accounts totaling a network of 100,000+

Digital Marketing Manager

2019 - 2016 | *YMCA of Austin*

- Plan and provide copy for social media and digital advertising campaigns
- Manage social media platforms and digital communications for 10 branches within association
- Plan and implement association-wide branding strategy
- Oversee launch and management of new social media accounts
- Provide monthly analytics-driven performance reports to board members, key staff, and stakeholders Curate YMCA of Austin Blog

Additional work history can be found at
lillianorpaige.com/resume.

EDUCATION

(2015) MA, Journalism

Graduated with Honors, 3.2 GPA
University of Texas at Austin

(2013) BA, Communications

Graduated Cum Laude
University of Central Arkansas

CERTIFICATES

(2021) Fundamentals of Media Relations

(2021) Fundamentals of Social Media

Muck Rack

SKILLS

Social Media (Instagram, Facebook, Twitter, TikTok, YouTube), PPC, Branding, Google Analytics, Google AdWords, Facebook Ads, Copywriting, Email Marketing, Google Suite, Public Relations, AP Style, Adobe Suite, Paid Search, Content Creation, Microsoft Office, SEO, AB Testing, Project Management, B2B, B2C, Digital Marketing, Asana, Basecamp, Trello, Hive, Trade Shows, Events, Media Relations, Blog Creation