

Carlee Hebert

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EDUCATION

Texas A&M University, College Station, TX May 2019
Bachelor of Arts in Telecommunication Media Studies, Minor in Psychology and French
Liberal Arts Cornerstone Honors Program and Communications Honors
GPA: 4.0
SAT Math: 700, SAT Evidence-Based Reading/Writing: 700
Study Abroad, Université Grenoble Alpes, Grenoble, France January 2018 - May 2018
Enhanced skills such as critical thinking, leadership, independence, and communication
Quickly learned and adapted to a new language and cultural differences

PROFESSIONAL EXPERIENCE

In Carlee's World, Blog, Houston, TX July 2017 - Present
Founder and CEO

- Gather and analyze information to strategically create and implement content calendars and marketing strategies for social media platforms, blog posts, and email campaigns
- Solve challenges related to blogging strategy, marketing plan, and technical problems
- Researched and implemented email marketing strategies resulting in an increase of over 2,000 email subscribers in the first year
- Acquired over 47,725 page views on most popular post within a one year period
- Write, edit, and market all content on a WordPress blog to engage readers and increase views

Satori Marketing, Marketing Agency, Houston, TX May 2018 - August 2018
Marketing Intern

- Independently researched, created, and implemented a social media maintenance strategy which resulted in up to 13% increase in Facebook page likes, 22% increase in Twitter followers, and 11% increase in Instagram followers across the agency's client base within a 2 month period
- Worked with co-workers at all organizational levels to analyze information, design and execute marketing strategies, and offer innovative solutions to marketing challenges
- Independently researched, analyzed information, and created a social media marketing strategy and presented the strategy to agency and client executive management
- Collaborated with co-workers to plan logistics, secure sponsors, design schedules, and create social media content for a fundraiser which raised over \$4,000 and had over 400 attendees

TexAgs, Media Company, College Station, TX June 2017 - December 2017
Intern

- Worked with co-workers to quickly solve problems related to production of the national talk show
- Engaged in and adapted to live, on-air conversations with lead personality of the national talk show

The Kayce Smith Show, National Radio Show, College Station, TX September 2016 - February 2017
Stage Manager and Production Intern

- Collaborated with co-workers problem-solve and meet strict deadlines in a fast-paced environment to ensure the smooth operation of the show
- Contacted and prepared nationally recognized sports personalities to be on-air

SKILLS AND CERTIFICATIONS

Social Media Marketing Certificate, Boot Camp Digital August 2018
Social Media Certificate, Texas A&M August 2018 - Present

LEADERSHIP

Global Leadership Academy, Academic Programs International August 2018 - Present
International Student Mentor Association, Texas A&M August 2017 - Present