

CHANDLER SHEA VOGLER

With 10+ years of experience in the service industry and 5+ years in Marketing and Event Planning and Development, I am eager to find a role that fills my passion for people, design, writing, and event management.

SKILLS

WRITING & BLOGGING
EDITING
SOCIAL MEDIA
CONTENT STRATEGY
TIME MANAGEMENT
INTERNAL COMMUNICATION
TEAMWORK
GRAPHIC DESIGN
SEO
WEB DESIGN
PUBLIC SPEAKING
DONOR RELATIONS
FUNDRAISING
EVENT MANAGEMENT
CUSTOMER SERVICE

TOOLS

MICROSOFT OFFICE
ADOBE CREATIVE SUITE
WORDPRESS
GOOGLE ANALYTICS
CONSTANT CONTACT
KINTERA
APPLE & PC

EDUCATION

UNC CHARLOTTE
B.A. IN COMMUNICATION
DECEMBER 2015

CONTACT

336-655-9757
SHEAVOGLER@GMAIL.COM

EXPERIENCE

SEG SYSTEMS

CONTENT MANAGER

OCT. 2018 - PRESENT

Content writing for all blogs, website, and digital and print pieces. Monitored SEO logistics and consistently made changes as necessary. Re-branded and monitored all digital and print materials to ensure productions followed guidelines. Social Media planning, posting, and monitoring. Used Constant Contact for targeted e-mail campaigns and tracking customer trends. Proofreading. Responsible for internal and external digital communication. Designed 2019 catalog and managed print relations. Edited and organized all project photos using SmugMug. Trained Sales team upon release of new Marketing materials. Designed digital and print collateral using Adobe Suite. Redesigned and developed website from using WordPress and Divi.

NEXT PAGE BRAND STRATEGIES

FREELANCE WRITER & SOCIAL MEDIA MANAGER

JULY 2019 - PRESENT

Support clients through research, writing, and proofreading content as well as managing social media accounts by scheduling posts, monitoring activity, and reporting analytics.

UMAR

MARKETING & EVENTS MANAGER

JULY 2017 - OCT. 2018

Designed and produced all internal, external, and digital communication materials, both digital and print. Managed, executed, and evaluated three annual luncheons across North Carolina resulting in a 108% increase over goal in fundraising. Planned and executed annual fundraising golf tournament. Recruited and managed volunteers. Developed and executed re-branding efforts. Maintained budget database. Cultivated relationships with donors and volunteers. Managed and rebuilt website.

LITTLE SWITZERLAND JEWELERS

MARKETING COORDINATOR

DEC. 2016 - APR. 2017

Negotiated advertising rates with media suppliers. Secured contracts from brand partners. Received and tracked all media invoices. Wrote and edited advertorial copy and supplied product graphics. Project management. Assisted with local and regional events. Assisted with local visual merchandising tasks.

AMERICAN HEART ASSOCIATION

SPECIAL EVENTS ADMINISTRATOR

DEC. 2015 - DEC. 2016

Accounting. Invoicing. Processed sponsorships. Billing. Database management. Monitored office compliance with cash handling. Recruited and trained volunteers. Internal and external communication regarding day of event activities. Maintained website. Created e-mail campaigns to drive fundraising. Built spreadsheets. Event planning, setup, and breakdown. Donor relations and communication regarding fundraising.

MARKETING & COMMUNICATIONS INTERN

AUG. 2015 - DEC. 2015

Designed and published social media graphics and posts. Wrote and distributed PSAs, press releases, and media kits. Created weekly blog posts. Event planning and assistance with setup and breakdown. Maintained communications with companies involved with American Heart Association events.

