

# MARGARET BAKER

STRATEGIC COMMUNICATIONS CREATOR

## CONTACT

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## EDUCATION

### MASTER OF ARTS

Interactive Media  
Elon University  
May 2017

### BACHELOR OF ARTS

Communication Studies  
Campbell University  
December 2015

## EXPERTISE

Adobe Premiere Pro

Adobe Illustrator/Photoshop

Wordpress/SEO

Mailchimp

HTML/CSS

Adobe After Effects/Indesign

## RELEVANT EXPERIENCE

### CREATIVE DIRECTOR | STANLEY DENTISTRY

May 2017 - Present

- Manage all creative assets and resources for Stanley Dentistry and Stanley Institute For Comprehensive Dentistry
- Strategize, create & execute marketing campaigns using converged media techniques
- Preserve brand management across all channels, while curating brand voice in new channels
- Create and produce graphics, video, and photos for internal and external marketing initiatives
- Cast vision for, maintain and cultivate social media accounts for driven social reach

### MARKETING INTERN | CARY CHRISTIAN SCHOOL

August 2016 - May 2017

- Planned, developed, and executed video content for CCS Vimeo account to attract potential new families
- Troubleshoot web development issues and assessed current marketing techniques
- Developed content driven social media initiatives for school accounts to increase enrollment metrics & student retention

### COMMUNICATIONS INTERN | THE SUMMIT CHURCH

August 2015 - May 2017

- Managed all social media accounts to promote church activities and information
- Assisted Director of Communications & Communications Project Manager with day to day website updates, as well as complete website relaunch
- Extended The Summit Church brand using photography and videography during church-wide and small group events
- Enhanced writing skills by creating scripts, press releases, updates and blogs for publication