

MATTIE ALDERINK

CONTACT



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EDUCATION

B.A. Strategic Communication
Calvin College
Grand Rapids, MI
GPA: 3.85
Graduated Dec. 2016

SKILLS

PUBLISHED WRITING

COLLABORATION

SOCIAL MEDIA

STRATEGIC THINKING

COMMUNICATION SKILLS

CREATIVE

PERCEPTIVE AND EMPATHETIC

ORGANIZED

PROFICIENT WITH MICROSOFT
OFFICE

PHOTOGRAPHY

PUBLIC SPEAKING

EVENT PLANNING

VIDEO EDITING

PROFILE

I am a Communications and writing professional looking for a full-time position in the field of marketing, public relations, and communications. My ideas are unique and my experiences are broad. I would be a great addition to any team needing a new and informed perspective.

EXPERIENCE

SOCIAL & DIGITAL MEDIA COORDINATOR

behindthechair.com / Chicago, Illinois / January 2017-Present

- Select and post social posts in keeping with brand voice, including Facebook (800,000 followers), Instagram Stories, and Instagram (1.1M followers)
- Assist in planning and executing of The BTC Show 2017, #ONESHOT Hair Awards, Stylist Choice Awards, and BTC "On Tour"
- Research social analytics and softwares, implement new social softwares including Simply Measured & Dash Hudson

SOCIAL MEDIA MARKETING SPECIALIST

Our Daily Bread Ministries / Grand Rapids, Michigan / August 2016-January 2017

- Created and executed strategy for digital marketing campaigns
- Brand managed Our Daily Bread and oversaw the social media for all other ministry brands
- Led meetings with international offices to create global unity

SOCIAL MEDIA INTERN

Our Daily Bread Ministries / Grand Rapids, Michigan / May 2016-August 2016

- Created and scheduled all social posts for Our Daily Bread
- Brand managed Discovery Series Brand
- Grew Our Daily Bread Instagram from 186,000 to 250,000 followers

COMMUNICATIONS AND EVENTS INTERN

Grand Rapids Catholic Central High School / Grand Rapids, Michigan / January 2016 – May 2016

- Created social media posts, press releases and advertising copy
- Attended tastings, planning meetings, and communicated with vendors on specific details for events
- Planned the Catholic Central 2016 Auction and raised over \$100k for the school and tuition assistance

PUBLIC RELATIONS AND SOCIAL MEDIA COORDINATOR

Heidi Christine's Salon and Spa / Dutton, Michigan / June 2015-June 2016

- Curated all social media content for the two salon locations, including Facebook, Pinterest and Instagram
- Segmented audiences and created target messages for different demographics