Mai Lor

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Summary

Highly motivated and outcome-driven Social Media/Marketing Strategist, Photographer, and Assistant with success establishing successful corporate marketing communication channels, and instituting effective approaches geared towards audience reach. Possess a strong capacity to formulate and implement operative engagement policies that provide meaningful consumer content to build online presence and accessibility by assisting with CEO marketing strategies. Bring 4+ years' experience in consumer e-commerce, B2B businesses, media companies, and personal/ Admin assistant duties. Multilingual with fluency in English and Hmong, coupled with basic competency in sign language.

Key Areas of Expertise

- Communication Strategy Development
- Digital Marketing
- Social Media Management
- Web Design & Illustration
- Entrepreneurism
- Photography
- Interpersonal Communication
- Multitasking & Problem Solving
- Client Service Delivery

Core Competencies

Digital Marketing Oversight: Knowledge of online/digital marketing fundamentals, social media platforms, content creation & integration; expertise developing and executing innovative digital initiatives encompassing diverse digital channels.

Communications Management: Skillful developer of strategic communications proposals, that are both traditional and digital (social media, websites), coupled with proficiency in developing integrated marketing campaigns and branding initiatives.

Cross-Functional Team Leadership: Adept at effective team building and management with demonstrable experience directing team members. Build, motivate, and lead high-performance teams to deliver on operational targets.

Technical Aptitude: Proficient with Final Cut Pro, and Adobe Suite (Lightroom CC/Classic, Photoshop, Illustrator, & Muse).

Professional Overview

Graphic Designer | Hear for Good Music LLC, Atlanta, GA 2018 – Present

— Designing content announcements, promotions, and ads on social networks and media outlets for SoundOracle (Timbaland Chief Sound Designer).

CEO Executive Assistant | Realistic Productions LLC, Atlanta, GA 2016 – Present

—Effectively organizing event planning, studio design, and building, managing special projects, managing appointments, videos, assisting with artists, copywriting captions or blog as needed, graphic designing, photography, content planning, strategies, and managing the website.

Digital Media Associate/Manager|Evo Group Holdings, Atlanta, GA 2021– 2021

— Planning and executing all digital marketing--including SEO/SEM, marketing database, email, social media, and display advertising campaigns, along with designing, photography building, and maintaining social media presence by measuring and reporting performance of all digital marketing campaigns, and assess against goals ROI and KPIs, using brainstorm new and creative growth strategies with leadership skills.

Social Media Specialist | Alta Resources, Neenah, WI 2019 – 2021

— Managing, supporting, and increasing online presence for a Fortune 500 company's social media pages such as resolving consumers daily matters across 40 social media platforms such as Facebook, Instagram, and email using multiple online CRM software such as BazaarVoice, Amazon, Sprinklr, Salesforce/ Lex knowledge with multi-tasking, daily team communications, tracking with google sheets, resolving skills, and strategy skills.

Refund Investigator | Anthem Inc., Eagan, MN 2013 – 2019

— Reviewed and adjusted claims to determine payments with accuracy by inputting and reporting information.
— Promoted twice from DM Clerk and Data Entry to Refund Investigator.

Qualifications

AAS Music Business; St. Paul College (2017)

Music Business; Udemy Inc.

Photography Business; Udemy Inc.