

MAGGIE CANNON

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EXPERIENCE

Graduate Fellow

Jan 2014 – present

Saxum

Integrated Marketing Agency

- Created content for Facebook, Twitter and Pinterest for two accounts based on editorial calendar
- Built social media toolkits for four target users to distribute among client's employee base
- Contributed to seven new business proposals, winning over \$100,000 in annual revenue
- Spearheaded redesign of client website, from copywriting to streamlining collateral content to focus group post-testing

Marketing Associate

June 2013 – Dec 2013

Back40 Design

Digital Agency

- Coordinated rebranding of nonprofit by creating social media presences and toolkits, copywriting new website, and planning brand reveal event with over 200 guests and \$12,000 donated
- Wrote 9 blogs that received over 1200 hits and increased traffic 22%
- Developed new business proposal template, wrote 32 proposals with an 81% success rate
- Increased MailChimp open-rate 13% by implementing email marketing strategy, segmenting recipient list and redesigning newsletter template

Social Media Manager

Dec 2013 – present

Sara Sara Cupcakes

Local Bakery

- Managed two Facebook pages with over 10,000 likes, two Twitter accounts with over 3,000 followers and established an Instagram account with over 500 followers
- Increased engagement 6% without any promotional budget
- Garnered over 1600 likes, 37 shares and 36,000 reach through two employee spotlights, the highest performing posts in company history
- Established social media calendar with relevant posts, trends and photos for Sara Sara staff

EDUCATION

UNIVERSITY OF OKLAHOMA

December 2013

Bachelor of Arts in Journalism

Advertising

MAGNA CUM LAUDE

AWARDS

THE FREEDOM FORUM'S

NATIONAL FREE SPIRIT 2009

Awarded top prize of \$10,000 for excellence in journalism, competing against finalists from all 50 states

OUTSTANDING FRESHMAN

Top 10 Freshmen at OU

OUTSTANDING SOPHOMORE

Top 10 Sophomores at OU

OUTSTANDING JUNIOR

Top 10 Juniors at OU

LETZEISER AWARD

Top 20 Seniors at OU

HOMECOMING QUEEN

University of Oklahoma

FREELANCE

THECOLLEGETOWNLIFE.COM

Why Graduation Freaking Sucks

200 likes | 180 RTs

Why Graduation (Still) Sucks

253 likes | 89 RTs

A Letter to my Sticky Boobs

141 likes | 126 RTs

CURBSIDE CHRONICLE

circulation – 2,000

The Mysterious Maggienificent

Monthly "Hoboscope" Writer