

# SHARMAINE CARTER

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## PROFESSIONAL EXPERIENCE

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### Social Media Consultant

*Toyota*

August. 2017 – Present

- Lead on production team management and social media communication plan covering Toyota-Sponsored Athletes for major Winter Olympics Qualifying Event. Key player in reviewing and selecting these sponsored athletes based on social presence.
- Identified “Cultural Moments” opportunities and developed first strategy plan for real-time branded engagement for major social trending topics.
- Developed a community engagement strategy which will be implemented for major marketing initiatives, including Super Bowl and Olympics.

### Digital Marketing Manager

*Multibrain*

Sept. 2014 – Present

- Awarded for excellence in successfully launching company’s first client beta program with Herbalife, a 1.1 billion dollar corporation.
- Introduced and implemented a new client-centric plan to improve customer retention and product adoption. Innovative techniques were adopted company-wide due to program’s success.
- Executed data-driven digital campaigns for client by monitoring and analyzing paid efforts. Measured results based on Key Performance Indicators and adjusted strategy through A/B testing.

### Freelance Social Media Manager

Sept. 2013 – Sept. 2014

- Strategized and executed first Annual Digital Marketing Plan for client. Pioneered first social media campaign for client with minimal online presence, building a following of 6,500 on Twitter and 4,500 on Facebook over a short 7-month period.

### Account Coordinator

*TPN*

Dec. 2011- May 2013

- Head of all customer communication and prize fulfillment for internationally-recognized brand, Thomas’ English Muffins. Spearheaded and streamlined process for two major social media contests.

## PREVIOUS ACCOUNTS

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- Gatorade, Bimbo Bakeries, Herbalife, Nerium, Jeunesse, Market America, The Potter's House, Mayakoba Luxury Resort, deBouille Diamond & Jewelry, Monika Korra Foundation

## EDUCATION

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### University of Texas at Austin

Bachelor of Science: Advertising, 2011

May 2011

- Graduated with Honors; 3.8/4.0 GPA
- Moderate fluency in Spanish