

Sheridan Block

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WeaveTales (Contract)

Jacksonville, FL

Communications & Digital Marketing Specialist

2021-Present

- Directing content strategy and creation for monthly emails newsletters and social media, with focused efforts on Twitter, LinkedIn, Facebook and Instagram
- Managing monthly email newsletters, including list growth, content creation, and data analytics
 - Increased newsletter subscriber list by 91% within 12 months by focusing on list segmentation and promotion on social platforms
 - Averaging newsletter open rate at 40% through 2022, on par and at times higher than industry (nonprofit) average
- Directing social media content strategy and creation for Twitter, LinkedIn, Facebook and Instagram
 - Used in-app scheduling tools like Meta Business Tools, as well as third-party tools like HootSuite and Buffer
- Collaborating with interns from University of Florida and University of North Florida with writing and editing refugee and immigrant stories for publishing on Medium
- Assisting with the development of new programming WeaveWell to LeadWell to develop resources and training materials that will help businesses better meet needs of their diverse group of employees (specifically refugees and immigrants)
 - Co-authored grant that secured \$25,000 in funding for this project from the Community Foundation for Northeast Florida
- Oversaw development of Journey to Florida storytelling exhibit, including drafting press releases for media distribution, designing exhibit posters, and promotion on social media
 - Used Canva to create graphics for exhibit posters and social media promotion
 - Journey to Florida reached over an estimated 800 million people while on display at prominent locations, including ArtSee & Shop Gallery, Jacksonville International Airport, University of North Florida, Florida State College at Jacksonville, University of Florida, the Jessie Ball duPont Center, Museum of Science and History Jacksonville, Cummer Museum, and Jacksonville Museum of Contemporary Art
- Assisted with the development and led sessions for the Refugee Storytellers Collective trainings in 2021 and 2022

Lutheran Services Carolinas

Asheville, NC

Afghan Placement Assistance Case Manager

2022-2022

- Worked with some of the 70,000+ Afghan Parolees who were evacuated and resettled in Asheville and Western North Carolina
- Some of my highlights working in this area:
 - Celebrating the receipt of US-issued documentation that was reported "lost" or "missing" for 9+ months
 - Welcoming newborns after navigating and advocating for Afghan parolees in the US healthcare system
 - Finding affordable housing (by US standards) in a saturated and difficult market and economy, and seeing families live in safe, warm communities
 - Turning down a marriage proposal and providing cultural orientation on American relationships
 - Laughing through English-Pashto/Dari faux pas over copious amounts of tea and sweets

Kookaburra Coffee

St. Augustine, FL

Email Copywriter

2022-2023

- Launched company's email marketing efforts using Squarespace
- Working with marketing team, roasting team, and managers to plan content for the month, including product announcements, promotions and discounts, upcoming events, and company news.
- Increased email subscriber list by 17% in 11 months by list segmentation and website sign up forms. Open Rates consistently performed above industry average at 51% opens with creative and clear subject and preview lines. Increased CTR 120% in November by focusing on holiday promotions and effective CTAs.
- Creating graphics (still and animated) using Canva that reflects brand voice
- Optimizing email campaigns for mobile and desktop user experience, specifically looking for opportunities to meet the needs of users with accessibility needs

Juegen mit einer Mission

Berlin, DE

Web and Social Media Consultant

April-December 2019

- Assisted organization refreshing brand messaging and design, including work on website and social media

Journey of a Joyful Life

Guiyang, CN

Social Media Manager & Admin Assistant

July 2016-April 2017

- Oversaw the development and operations of nonprofit's Facebook page
- Assisted with fundraising campaigns and volunteer opportunities
- Managed email newsletter that was interactive and saw high engagement from subscribers
- Coordinated volunteers, including Chinese university students and overseas church groups (mostly from US and Netherlands)

Education & Certification

Google Digital Marketing & E-Commerce Certification Course	In Progress
University of Central Florida, Orlando FL Bachelor of Sciences, Interpersonal & Organizational Communications Minor in Journalism	2008-2012

Relevant Skills & Experiences

- Web Hosting and Development - Wordpress, Squarespace
- Email marketing services - Mailchimp, Squarespace, Bloomerang; working knowledge of Hubspot and Klaviyo
- Facebook Business Suite, some experience Instagram ads, Facebook ads, and Google Adsense
- Social media - Facebook, LinkedIn, Twitter, Instagram, Youtube
- Design - Canva, Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro)
- Microsoft Office (Word, Excel, Powerpoint) and Google Suite apps
- International and intercultural communications and relations
- Working knowledge Spanish, French
- Journalism and editorial experience, Colorado Press Association award recipient (2014)