



CANDACE ISHMAEL

Candace Ishmael is a writing and marketing professional with more than 5 years of experience in a range of fields from book publishing to consumer goods. She specializes in branding, social media, and content creation.

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candaceishmael.wix.com/portfolio

SKILLS

- Adobe Creative Suite
- Microsoft Office
- Microsoft and Apple operating systems
- Blogger Outreach
- Community Development
- Content Management
- Proofreading & Editing
- Blogging
- Wix
- Writing
- Personal Branding
- Copywriting
- Social Media platforms:
 - Facebook
 - Twitter
 - Pinterest
 - Instagram
 - Tumblr
 - Wordpress
 - Blogger
 - Hootsuite
 - Google+

EXPERIENCE

STAFF WRITER

NEONGODS.COM

CURRENT

- Wrote book reviews, opinion pieces, and general interest publishing articles
- Promoted articles across social media platforms

FREELANCE SOCIAL MEDIA & MARKETING STRATEGIST

CURRENT

- Created content and established guidelines for internal content creation
- Designed social media strategy based on analytics-backed research
- Educated stakeholders about value and progress of strategic campaigns
- Honed brand narrative to better guide strategy

Clients include:

- Skajillion LLC: Drafted company playbook of best practices
- Diono, 4point4, Big Blue Fish, Cubism, Rouas Digital social media strategy
- Hudson Valley SPCA: Designed adoption and awareness campaigns

MARKETING ASSISTANT

2011, 2012

HARPER COLLINS, HARPER PERENNIAL

- Created database of genre-specific book bloggers for outreach
- Managed imprint-branded social media accounts
- Wrote blog pitches, marketing and promotional copy
- Supported staff of editors, marketing and publicity managers

COMMUNITY MANAGER

FEB-MAY 2012

SOCIAL MEDIA LINK: SMILEY360

- Analyzed community engagement
- Voiced company's introductory video
- Coordinated and performed blogger outreach
- Wrote, proofed, and edited articles for monthly newsletter and company blog
- Monitored posts by community of product reviewers across multiple platforms

COMMUNITY MANAGER, TWITTER SPECIALIST

JULY-SEPT 2011

BABBLE MEDIA: BABBLE.COM

- Managed Twitter accounts for 9 blogs, scheduling content and engaging followers
- Increased followers by 11% across all accounts
- Engaged followers to increase community investment
- Introduced and increased Klout as a metric of success
- Crafted promotional copy for special programs

PUBLISHING ASSISTANT

MAY 2010-FEB 2011

BEAUFORT BOOKS

- Optimized social media for company-branded accounts
- Coordinated staff of proofreaders, designers, sales and publicity managers
- Designed author and project-specific social media campaigns
- Wrote marketing and publicity copy, press releases, and pitch letters
- Served as interim manager during supervisor's month-long sabbatical

EDUCATION

MASTER OF ARTS, INDIVIDUALIZED STUDY

2011-2014

NEW YORK UNIVERSITY, GALLATIN INSTITUTE

GPA: 3.87

Concentration: Young Adult and Post-Colonial Literature

Honors: Clyde Taylor Award-Graduate Level: Distinguished Work in African-American or Africana Studies

BACHELOR OF ARTS, ENGLISH

2005-2009

STONY BROOK UNIVERSITY

Sigma Beta Honor Society, National Society of Collegiate Scholars, Golden Key International Honor Society