

THOMAS WITT BAKER JR.

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813-546-5096

PROFESSIONAL EXPERIENCE

BCV Evolve

Social Media Manager

June 2015-October 2017

- Authors responses for the social media channels of Marriott, Hilton, and Hard Rock brand hotels
- Manages engagement and online crises, while maintaining the client's reputation
- Researches and executes sales and media opportunities with local influencers like *Chicago Food Authority*
- Contributes to content calendars through copywriting and photography
- Generates monthly metric reports for internal and external use
- Facilitates average audience growth of 20% on Instagram and Twitter per month

C Louise PR

Social Media Intern

January 2016-May 2016

- Controlled company's Twitter account
- Created press hits and organized media lists for local restaurants including Bernie's Supper Club, The Kitchen, and The Pony Inn
- Wrote media placements seen in Chicago Food Magazine and Red Eye

WGN-TV Channel 9

Creative Services Intern

August-November 2015

- Executed on-air revenue generating promotions; assisted with concept creation, and created entry portal for advertisers like Southwest Airlines, The Hunger Games, and Navy Pier
- Client and customer facing communications
- Drafted tweets, media lists and company biographies

EDUCATION

May 2016

Loyola University Chicago

Bachelor of Arts: Public Relations & Advertising

Bachelor of Arts: Drawing & Painting

Writer for College Newspaper

Member of Alpha Phi Omega Service Fraternity

SKILLS

- Adobe Photoshop, Illustrator, and InDesign
- Canva
- Hootsuite
- Facebook, Twitter, Instagram, Yelp, and Pinterest
- Microsoft Office and Google Drive

SOCIAL MEDIA SAMPLES:

thepeninsulachi
The John Hancock Center >



firecakes
Firecakes Donuts >



mahalochicago
Mahalo >



grandhyattdc
Renwick Gallery >



saladjoint
Salad Creations >



REFERENCES

Chelsea Onik

Paid Sponsorship at The Onion

Chesleaonik@gmail.com

Kate Ryan

Social Media Manager at Geben

Communications kate@gebencommunication.com

Diana Dionisio

Director, Sponsorship Solutions at WGN-TV

ddionisio@wgntv.com

SOCIAL MEDIA

Blog:

wittandstyle.com

Portfolio:

wittandstyle.com/work/

LinkedIn

<http://bit.ly/2c9enfz>

Instagram

@bakertw