



# MATTIE YOËS

## Creative Coordinator

My passions developed an exciting career as the Creative Coordinator at Torapath Technologies. I work with cross-functional teams to develop marketing campaigns that stand out in a crowded digital landscape. My secret? A knack for bringing people and design together, a willingness to push the envelope, and consistently developing fresh avenues to engage and captivate my audience.



(409) 658 - 7848



mattieyoës@gmail.com

## EDUCATION

### ● Louisiana State University

August 2017 - May 2021

#### Bachelor of Arts - Mass Communication

Digital Advertising

#### Minor Concentrations

Business Administration

Communication Studies

#### Organizations

LSU Advertising Federation (2018 - 2021)

- Member (Aug 2018-May 2021)
- Treasurer (2020)

Kappa Kappa Gamma (2017 - 2021)

- Member (Aug 2018-May 2021)
- Composite Coordinator (2020)

Tiger Athletic Foundation (2017 - Present)

## ORGANIZATIONS

### ● Business Network International

Member (June 2023 - Present)

Social Media Coordinator (Oct 2023 - Present)

### ● LSU Alumni Association

Member (June 2023 - Present)

### ● Karnival Krewe de Louisiane

Board Member (May 2023 - Present)

### ● The Sunshine Foundation

Board Member (Sept 2022 - Present)

Auction Committee (Sept 2022 - May 2023)

### ● The Baton Rouge Cotillion

Board Member (May 2022 - Present)

Event Coordinator (May 2022 - Present)

## SKILLS

Organized	Microsoft Suite
Communication	Graphic Design
Teamwork	Adobe Suite
Meeting deadlines	Canva
Leadership	Google Workspace
Google Analytics	Email Mkt. Platforms
Event Management	Squarespace
Media Tools	Wix
SEM & SEO	Wordpress

## EXPERIENCE

### ● Torapath Technologies

#### Creative Coordinator

Jan 2023 - Present

- All items listed in prior roles
- Manage interns to implement digital media campaigns
- Design, develop, and maintain websites, ensuring it is a reflection of latest offerings, projects, and industry insights
- Develop, execute, and manage PPC campaigns across a variety of channels
- Provide media and website consulting and services for client events

#### Content Marketing Strategist

June 2021 - Jan 2023

- All items listed in prior roles.
- Maintain main day-to-day client contact
- Design related assets for marketing campaigns - i.e. business cards, brochures, flyers, etc.
- Research and understand the brand, its category and its competitors to provide added value for the client while staying on top of media trends
- Design and launch PPC campaigns across a variety of channels such as Google Ads, Targeted Display Ads, and Social Media platforms
- Analyze and report on KPIs to measure the effectiveness of campaigns and provide data-driven recommendations

#### Online Presence Strategist (Internship)

Sept 2020 - June 2021

- Develop content marketing plans for various social media platforms
- Implement website updates, like blog posts and content updates
- Craft and execute email marketing campaigns, including copywriting, template design, and analyzing campaign results
- Report on KPIs to measure the effectiveness of campaigns
- Shadow Senior Online Presence Strategist

### ● Otey White & Associates

#### Social Media Intern / Receptionist

June 2019 - Sept 2020

- Social Media Content Creation including posting content, responding to comments and reputation management
- Greeting visitors
- Handling inquiries and complaints via phone, email and general correspondence
- Receiving, sorting, distributing and dispatching daily mail