

JULES LYDON

COMMUNICATIONS PROFESSIONAL

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EXPERIENCE

- **Garrety & Associates CPAs** **Marketing Associate**
May 2020 - present
 - Collaborated with firm partners to ensure marketing strategy is aligned with company goals
 - Strategized and managed radio advertisement strategy, creative and budget
 - Created and managed email marketing campaigns to clients and prospects
 - Developed direct marketing items, including messaging, letters, flyers and more
 - Developed presentations and talking points for managing partner's educational seminars
- **Vermilion Marketing Solutions** **Social Media Manager / Part-time Contractor**
Jul. 2020 - Jul. 2021
 - Created content and managed social media accounts for clients (two artists, one ENT practice), which included: Facebook, Instagram, TikTok and Pinterest
 - Developed and issued monthly newsletters for a healthcare client
 - Attended an art show on behalf of an art client to sell their art pieces (two pieces sold)
- **The Ehrhardt Group** **Account Administrator**
2017, 2018 - 2020
 - Jun. 2018 - Apr. 2020
 - Developed public relations campaigns and strategies for clients
 - Pitched news stories to local and national media outlets
 - Managed and coordinated interviews with media at client events
 - Wrote communications materials (press releases, talking points, media alerts and newsletters)
 - Managed social media pages on behalf of the client, including Facebook, Twitter and LinkedIn
 - Maintained press contact lists and media coverage reports for clients
 - Accounts: Orleans Parish School Board, Uber, Greater New Orleans Sports Foundation, Louisiana Chemical Association, Service Corporation International, Wizard World Comic Con
- **Public Relations Intern**
Jun. 2017 - Aug. 2017
 - Developed press contact lists, social media content and media coverage reports
 - Directly supervised a summer high school intern working with the firm
 - Accounts: Entergy, Orleans Parish Sheriff's Office, Walmart, Waste Management, Galatoire's
- **NOLA.com** **Loyola Student News Service Photographer**
Dec. 2017 - Mar. 2018
 - Captured and edited photography content published on NOLA.com
 - Projects included: Running of the Santas 2017, Krewe of Nemesis 2018, Life on the Ladder 2018
- **Charles Communications Associates** **Part-time Contractor**
2016 - 2017
 - Aug. 2016 - Feb. 2017
 - Updated the company's entire state and country-wide organization database of 2,000+ contacts
- **Marketing Intern**
May 2016 - Aug. 2016
 - Developed marketing strategy and compiled press contact lists through Cision and FileMaker
 - Crafted content for the firm's blog "All the Swirl," drafted feature story pitches and social media

EDUCATION

Loyola University New Orleans

2014 - 2018

B.A. in Mass Communication
Magna Cum Laude

- Kappa Tau Alpha Mass Communication Honor Society
- Southern States Athletic Conference All-Academic Team
- Loyola Women's Varsity Volleyball Player
- Loyola University New Orleans Resident Assistant
- Loyola University New Orleans Quidditch President