

JULES LYDON

COMMUNICATIONS PROFESSIONAL

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EXPERIENCE

Garrety & Associates CPAs

May 2020 - present

Marketing Associate

- 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

Jul. 2020 - Jul. 2021

Social Media Manager / Part-time Contractor

- 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

2017, 2018 - 2020

Account Administrator

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

Dec. 2017 - Mar. 2018

Loyola Student News Service Photographer

- 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

2016 - 2017

Part-time Contractor

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