

Ivelisse Rosa Collins

(216) 407-2193 ● ivelisserosacollins@me.com ● linkedin.com/in/ivelisserosacollins
@IvelisseRoCo ● ivelisserosacollins.wordpress.com

SOCIAL MEDIA MANAGER

Lover of all things social media, with a track record of creating and implementing successful social media programs. Keep up-to-date with constantly evolving technologies in online social networking, the blogosphere, and search tools. Work closely with clients to create innovative, effective campaigns.

List of Tools

- Blogger
- WordPress
- Live Writer
- Tumblr
- Instagram
- Pinterest
- LinkedIn
- Facebook
- MySpace
- Flickr
- Twitter
- Ning
- YouTube
- Digg
- del.icio.us
- StumbleUpon
- Technorati
- Google
- Camtasia
- PitchEngine
- ReportingOn
- Twellow
- Hootsuite
- Tweetdeck
- HTML editors

Experience

Spitzer Management, Elyria, OH— Automotive dealer group with 15 stores in OH, PA and FL
Social Media Coordinator 2012

Responsible for all social media sites for 15 stores and two additional pages. Responsible for monitoring and responding to all reviews on relevant engines.

- Post and monitor to all profiles for each store including but not limited to: Facebook, Twitter, Blogger, and YouTube.
- Post and maintain Flickr and Pinterest for Spitzer Auto Group.
- Maintain dealer store website to increase brand awareness using search engine optimization, updating specials, back linking blogs and creating staff pages.
- Assess social media marketing strategies to determine rate of return. Identify and tap into new channels to optimize ROI and fuel revenue growth.
- Monitor, respond to and track reviews on Google Local, DealerRater.com and cars.com of each store and its leading competitors.
- Develop job aids and coach employees emphasizing importance of customer reviews for individual and group sales.
- Implement a class emphasizing the importance of self-marketing and responsibility with social media for all level employees.

Spitzer Motor City, Cleveland, OH— Chrysler Dodge Jeep Ram dealership
Dealer Standards Coordinator 2010-2012

Ensure full compliance with manufacturer standards at the specific brand locations within the dealer group.

- Monitor employee training to reach certification compliance in sales and fixed operations.
- Audit materials related to the delivery and maintenance of vehicles.
- Manage accounts receivables with Chrysler Group, LLC. to ensure timely payment for warranty work performed and parts received.

Education

University of Akron—Akron, Ohio
Psychology

References and examples available upon request