



Vinson Sanders III

(917) 442-0674

vinsonsandersiii@gmail.com

Successfully served as the social media champion for several companies and organizations such as Sirius/XM Satellite Radio, and Harlem RBI/Dream; while continuing to assist creative leads in social media and other digital trainings. Focused on being a part of a team where I can effectively transition my professional skills while continuing to provide support and guidance to diverse communities.

Proficient in several operating systems, including: Windows, Mac OSX, Android, iOS, Linux, HTML, CSS, Dreamweaver, Adobe CC Suite, CMS, Hootsuite, Sprout Social, Sprinklr, Google Suite, Back Office, Amagi, Kibana and all social media platforms.

Education

CUNY Queens College • Flushing, NY •
December 2010 • Bachelor of Arts,
Communications Media Studies

DePauw University • Greencastle, IN •
Communications & Theater Arts

[Posse Full-Tuition Scholarship; Posse Leadership Award 2004; Posse Career Scholarship Summer 2006]

Professional Experience

Digital Content Manager | Brut. America | New York, NY | Jan 2019 – Sept 2020

Lead the editorial strategy for the Brut. Website and mobile apps. Decided on featured videos and timely playlists on a daily and weekly basis. Created the editorial content that accompanies videos on the app and website. Ensures that the editorial content across the properties is SEO optimized.

Asst. Director of Communications | Columbia University | NYC, NY | Aug 2018 - Jan 2019

Oversaw production of health communication campaigns designed to promote health resources available to students. Includes writing content for the website, e-mails, social media, and other digital channels, working with the graphic design & web team to execute communications.

Community Manager | PUFFCO | DUMBO, NY | Aug 2016 - June 2018

Ensured that all customers received efficient and effective service when they e-mailed or contacted social media support channels. Kept records to help determine where customer issues originated from and how the system can be improved. Implemented a set of customer service standards, providing the highest level of attention to detail for our ever-changing demographics. Proactively searched online and targeted social media brand mentions to interact with and increase engagement. Worked with a team of copywriters, artists, photographers and video producers to create content that engages the base and potential new clients.

Social Lead | Love for City Council District B | New Orleans May 2017- Oct 2018

Worked close with political campaign's leadership team to implement social media strategies consistent with the messaging, platform, and objectives. Crafted high-impact, engaging posts in candidate's voice. Increasing visibility by broadcasting campaign ideas via Twitter, Instagram and Facebook. Tapping into the massive power and outreach of social media to reinforce the vision. Effortlessly integrated social media into existing marketing and public relations platforms. Shared content and phrasing with marketing campaign team to ensure political brand consistency

Program Manager | Columbia University | NYC, NY June 2015 - Aug 2016

Role involved managing student life and event planning for the school's office of student services. That included the major school-wide events, all new student orientations as well as graduation, in addition to planning events for the School of Social Work, Columbia School of Business and Teachers College. Focused on speaker outreach and correspondence, panel coordination, as well as general event planning responsibilities and managing correspondence with panel honorees and speakers; drafted invitations and high-level updates; editing bios and breakout session descriptions, etc.

Outreach Coordinator | The College Board | New York, NY Jan 2015 - June 2015

Managed logistics for 30 AP Higher Ed events. Processed contracts, requisitions and invoice reimbursements for ACE Review meeting. Provided monthly statistics and financial analysis to management. Event coordination inclusive of but not limited to vendor relations, defining budgets, reservations, catering, and venue selection.

Exhibitor Group Analyst | OnPeak New York, NY Jan 2014 - Jan 2015

Provided administrative support to clients, including calendar management, scheduling, and making travel arrangements. Supervised the distribution and management of 400+ Exhibitor and Group room block requests across 17 trade shows, (totaling 38, 500+ room nights within 100+ hotel properties in 13 major cities.) Point-of-contact for 110+ VIP client reservations. Managed program services for events, such as participant accommodations, transportation, and facilitated overall event execution.