

KAHRIQ SALIL CHATMON

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OBJECTIVE

Self-taught social media growth hacker seeks opportunity with a company that will help build my career as a social media manager and Pay Per Click (PPC) ad specialist.

SKILLS PROFILE

- Experienced user of Adobe products such as Photoshop, Illustrator, and Premiere Pro
- Expert knowledge of Microsoft Word and other Office programs
- Computer literacy, HTML coding knowledge
- Knowledge of social media platforms; expert in publishing to YouTube, Twitter, and Facebook
- Funnel hacker; can create sales funnels with extensive automation capabilities to facilitate the selling of products online
- Facebook ads expert
- Video editing

FREELANCE EXPERIENCE

6/2010 – Present

Social Media Management

- Created motivational picture quotes for the Rich2oSomething Instagram account, publishing to an audience of over 200,000 followers
- Replied to comments on the account to maintain brand relationship with followers
- Used analytics to determine the best times to publish content as well as posting frequency
- Maintained business relationships with social media influencers to broker paid promotions on their platforms
- Strategically scheduled influencer campaigns to achieve maximum growth

Facebook Ad Specialist

- Manage Facebook advertising campaigns for thriving local businesses
- Create sales funnels that turn interested leads into paying customers
- Write copy for follow-up email sequences
- Tie together multiple software tools to run automatically and minimize man hours
- Consult clients on effectively utilizing the Internet to grow their businesses

Web Design

- Created and managed ecommerce site for a start-up art business in the Washington, DC area
- Designed website and mobile app layout for crowdfunding platform used by Kickstarter campaign GO Pay Your Tuition

Video Editing

- Directed and edited instructional videos
- Optimized and prepared videos for online distribution on the YouTube channel of Rich2oSomething, an online education company for entrepreneurs, to an audience of 3,000 subscribers

Photography

- Photographed the musicians/bands RDGLDGRN and Chiddy Bang for their concert at the 930 Club
- Edited and delivered photos to the artists for use by their media teams

Graphic Design

- Designed logo and menu boards for Sweet Mango Cafe, using Adobe Photoshop and Illustrator
- Rebranded the Rich2oSomething YouTube channel with new thumbnails and banner image

CLIENT LIST

Chiddy Bang, Washington, DC, one-time DC engagement
Go Pay Your Tuition, Washington, DC, 4-month engagement
Health at Last, Fountain Valley, CA, currently retained
Ohma Creations, Washington, DC, ongoing
RDGLDGRN, Washington, DC, one-time DC engagement
Rich2oSomething, Los Angeles, CA, 9-month engagement
Scalpacarolinas, Charlotte, NC, currently retained

ADDITIONAL/OTHER WORK EXPERIENCE

While Freelancing, I augmented my income by taking a service oriented position.

Lavagna Ristorante Italiano – Service Bartender

2/2012 – 8/2012

- Mix and serve alcoholic drinks to patrons of the bar
- Pour wine and prepare craft cocktails for waiters to deliver to guests
- Clean and maintain supplies, tools, equipment, and storage areas to ensure compliance with safety regulations

EDUCATION

Professional Bartending School - 2012
College of Southern Maryland, *General Studies* – 2009-2011
SUNY Purchase, *New Media* – 2008