

MARY AKEMON

Director of Digital Media

CONTACT

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SKILLS

CRM/DATA ANALYTICS

EveryAction, Salsa, Crimson Hexagon, Streamstate, Phone2Action, NationBuilder, MailChimp, VoterVoice, Constant Contact, Action Network, Digimind

PAID ADVERTISEMENT

Facebook Business Manager, Twitter ads, LinkedIn ads, Google search and display ads

TECHNICAL

Photoshop, Illustrator, InDesign, Premiere Pro, Zoom, Audition, OBS, Wirecast, Drupal, Word Press, Piktochart, Canva, Biteable

SOCIAL MEDIA

Facebook, Twitter, Instagram, Snapchat, YouTube, Twitch, and Hootsuite

EDUCATION

UNIVERSITY COLLEGE LONDON

Master of Arts, Museum Studies, 2015-2016

FLORIDA STATE UNIVERSITY

Bachelor of Arts, Art History, 2010-2014

Bachelor of Arts, History, 2010-2014

SPECIAL PROJECTS

PODCASTS

Make New Friends
Museum Master

COMMUNITY EVENTS

Community Unite at Playlist Live
Buffer Film Festival
Little But Loved

YOUTUBE CHANNEL

Mary Akemon Channel

RATIONAL 360

DIRECTOR OF DIGITAL MEDIA | FEBRUARY 2018 - PRESENT

- Produced audio and video content for clients with an emphasis on interview and testimonial video as well as Facebook, LinkedIn, and Periscope livestream. Spearheaded multiple video projects both on the post-production and production side.
- Managed digital content creation and distribution for advocacy campaigns focused on membership acquisition and email and advertising activations (letters to legislators/regulators, fundraising, and educational CTAs). Doubled email membership within budget and under tight time frames, including optimizing Facebook, Twitter, and Google Ad campaigns.
- Conducted extensive social listening and analytical reporting projects, specifically around social media and new media coverage within both crisis constraints and quarter-over-quarter growth periods.
- Led and drafted design and copy-writing projects for paid and organic marketing campaigns for clients across the agency.
- Produced client websites from the wire-frame up, as well as conducted full competitor website analysis to strategically develop modern websites with commonsense functionality.
- Managed business development proposals to potential clients, including drafting proposals and presenting during pitches.
- Spearheaded the redevelopment of the Rational 360 internship program.

LET AMERICA VOTE (VIRGINIA)

FIELD ORGANIZER AND DIGITAL CONTRIBUTOR | SEPT. - NOV. 2017

- Contributed on-the-ground digital content of field operations, as well as volunteer/intern video testimonials, and photography for social channels and press.
- Co-managed a team of 10 field interns to ensure finished canvassing packets, safety, and confident, persuasive discussions with voters.
- Conducted day to day field office management including volunteer registration and on-boarding, data input and tracking, and packet compiling and strategy.

RINGLING MUSEUM, SARASOTA FLORIDA

ARCHIVAL ASSISTANT | JUNE - AUGUST 2017

- Digitized a 500 piece circus route book collection - crafted acid-free housing and support systems for photography process, edited photographs and added meta-data using Photoshop and Lightroom, as well as conducted historical research on a selected piece from the collection.
- Processed over 100 historic circus posters using The Museum System (TMS) as well as other works on canvas and paper objects. This job required extensive object handling and marking.

CARTOON MUSEUM, LONDON

COMIC CREATORS ASSISTANT | MAY - SEPTEMBER 2016

- Led digital content for the Comic Creators Project by producing content calendars with emphasis on blog projects, social media monitoring, museum events, and general marketing.
- Managed logistics for the re-hang of the Comic Creators gallery. Logistics included hanging and framing over 50 pieces of art in various sizes and mediums as well as curating title-cards and themes of the gallery.

MUSEUM OF DOMESTIC DESIGN AND ARCHITECTURE, LONDON

VIDEO PRODUCTION FELLOW | MARCH - MAY 2016

- Directed, filmed, and edited a series of videos around the MODA collection.
- Wrote video best-practice memo and consulted with wider Middlesex University library team on video projects.