

JOANNE PROVIDANCE

COMMUNICATIONS SPECIALIST

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SUMMARY

Strategic Communications Specialist with 6+ years experience working on reputation management, digital marketing campaigns, and search engine optimization B2B and B2C. Personally managed sales cycles, social media accounts, press releases, and audited 20+ client projects daily to ensure positive company online reputation. Also holds a Bachelor's degree in Communication Arts and a minor in Global Media Communications.

SKILLS

Professional Skills: Marketing, Reputation Management, Crisis Communication, Problem Solving, Excellent Customer Service, Organization & Planning, Presentation Skills, Facebook Ads, Backlink Building, Sales, Google Ads, SEO, Public Relations, Graphic Design

Technical Skills: Microsoft Office Suite, AI, Remote Workspace, Photoshop, Canva, Wix, Squarespace, WordPress, Proficiency with photocopiers, scanners, and projectors, Editing & Proofreading

PROFESSIONAL EXPERIENCE

PUBLIC RELATIONS AND SEO SPECIALIST Prestige Windows and Doors | Miami Lakes, FL | June 2023 - December 2023

- Generated 10+ SEO optimized PR Articles sending them out to online press sites
- Published NAPs in online directories for Prestige Windows & Doors, resulting in 25 high quality backlinks.
- Demonstrated strong understanding of on-page and off-page SEO, which improved company's organic traffic
- Excelled at creating excellent score Google search ads within a month of training
- Assisted Marketing Director in creating digital marketing campaigns, which resulted in \$3 million monthly sales
- Fostered seamless communication via email with stakeholders, owner, and service department
- Provided excellent customer service to clients regarding their projects resulting in 50+ positive five star Google reviews
- Monitored the social outlook email account, resulting in 98% organization and one hour response time

MARKETING SPECIALIST AND ACCOUNT EXECUTIVE Vanguard Field Strategies | Remote + Travel | Nov 2022 - March 2023

- Created and presented sales presentations to potential clients, which resulted in 40+ new client accounts
- Researched and identified 100 new business opportunities
- Implemented a strategic communication campaign that led to the acquisition of 40+ new client accounts, demonstrating a strong ability to connect with and engage prospective clients, ultimately contributing to company growth and success.

MARKETING MANAGER SBP Boats | Hybrid in Miami, FL | May 2018 - March 2022

- Designed marketing materials such as blog posts, social media captions, content that drove 40% brand visibility
- Increased social media lead generation by 46% year-over-year, generating \$5,000 monthly revenue through regular engagement with customers, influencers, and followers
- Worked closely with the content marketing director to represent the voice of the customer to generate new blog post ideas and amplify those posts on social media

EDUCATION

JOANNE PROVIDANCE

B.A. in Communication Arts / Florida International University, Miami, Florida 2017 – 2020
GPA: 3.0 | Relevant courses: Public Speaking, Strategic Branding and Social Media.

A.A. in English Literature / Miami-Dade College, Miami, Florida 2016 – 2017
GPA: 3.5 | Relevant courses: Mass Communications, Humanities

PROFESSIONAL DEVELOPMENT

Certificate in Global Media Communications 2020
Florida International University

ACHIEVEMENTS & ACTIVITIES

Delegate 2019
Florida International University/Model UN, Miami, FL

House of Peace Leader 2015-2018
King Jesus Ministry, Miami, FL

Stove Top Researcher 2017
Miami-Dade College/International Relations, Miami, FL

Staff Writer 2016 - 2017
Miami-Dade College Student Newspaper/MDC The Reporter, Miami, FL