

# Darain Ginyard

Digital Marketing and Communications Professional

A creative and adaptive communications and digital marketing professional. Focused on establishing and maintaining relationships through strong interpersonal and communication skills. Dedicated to applying traditional and modern skills to secure and grow business, lead team members, facilitate client relationships, and create content on various media platforms.

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## EDUCATION

### Mass Communications and Digital Marketing Southern New Hampshire University-Master's Program

06/2017 - 01/2020 4.0 GPA-Master's Degree Obtained

#### Courses

- Communication, Media & Society
- Identity & Personal Brands
- Communication for Leadership
- Strategic Com in a New Age
- Communication with Media Tech
- Knowledge & New Media
- Law & Ethics
- Communication by Design
- Digital Tools and Teams
- Pen to Platform

### Exercise Science Minor Psychology- Bachelor of Science

University of South Carolina

08/2007 - 05/2012 BS degree obtained

## WORK EXPERIENCE

### Brand and Digital Coordinator

Eau Claire Cooperative Health Center (dba)  
Cooperative Health

10/2019 - Present Columbia, SC  
Federally Qualified Health Center

#### Achievements/Tasks

- Assist in the creation and adoption of yearly marketing plan
- Create, plan, and implement strategic marketing initiatives
- Establish and implement brand guidelines for consistency throughout organization during rebranding process
- Create and maintained style guide
- Design print and digital marketing material for organization and special events
- Create digital content and Ads for social media platforms (including Google Ads)
- Produce photo and video content for internal and external messaging
- Measure customer/patient engagement and satisfaction.
- Maintain company website
- Analyze and present website and social media analytics to executive officer

Contact: Jennifer Glover-Hawkins - 803-210-9588

### Formalwear Manager The Men's Wearhouse

06/2011 - Present Columbia, SC

Contact: Rick Estes (Store Manager) - 8034071732

## SKILLS

- Google Business
- Customer Service
- Keyword Research
- Market Research
- Target Audience Analysis
- Photography
- Videography
- Strategic Messaging for Social Media
- Facebook
- Twitter
- Website Design
- Visual Communications
- Leadership
- Creativity
- Attention to Detail
- Premiere Pro
- Photoshop
- Self-Starter
- Final Cut Pro
- SEO
- Social Media Analytics
- Facebook Ads
- Youtube
- Instagram
- Adobe Creative Software
- Management
- Website Analytics

## PERSONAL PROJECTS

D&T Productions (Freelance)

- Website: <https://www.dtcreativeteam.com/>
- Offer Creative Services to clients (videography, photography, graphic design)
- Digital Marketing Strategy
- Brand development

Yeoman-Men's Fashion Blog (Intended launch August 2020)  
(05/2018 - Present)

- Create visual content for men's fashion blog
- Write articles for blog
- Manage social media accounts
- Manage Website: <https://ginyardd5.wixsite.com/yeoman>

## CERTIFICATES

Google Ads Display Certification

## LANGUAGES

English ● ● ● ● ●

Spanish ● ● ● ○ ○

## INTERESTS

- Marketing
- Photography
- Music
- Fashion
- Art
- Blogging
- Design
- Behavioral Psychology
- Videography