




REIGN SINGLETON

CONTENT MARKETING
COORDINATOR

CONTACT

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-  Los Angeles, CA

SKILLS

- Time management
- Social media marketing
- Flexible and adaptable
- Advertising
- Event planning
- Digital marketing
- Content creation
- Branding
- Influencer outreach
- Market research

PROFESSIONAL SUMMARY

Skilled at driving successful marketing campaigns and supporting efficient site operations with strong emphasis on organization and accuracy. Expertise in content creation, social media management, and data analysis, combined with conscientious approach and solid work ethic, ensures timely project completion with minimal errors.

EXPERIENCE

April 2024 - Present

Marketing Assistant/Brand Marketing Coordinator

Afro Unicorn, Los Angeles, CA

- Responsibilities include creating public relations packages, carefully selected branded products, sent to influencers and celebrities to form the start of a collaboration
- Created content for email newsletters, website, blog posts, and social media channels.
- Provided customer service by answering questions about products or services, processing orders and handling complaints.
- Researched, brainstormed, and generated creative ideas and marketing campaigns.
- Collaborated with design team on creative projects, including logos, brochures, and advertisements.
- Created and implemented original content for social media platforms.
- Undertook administrative tasks, driving functionality and helping coordinate department activities.
- Attended industry-related events to promote the company and build the network.
- Developed strategies, improving on existing and past marketing efforts.
- Managed relationships with vendors to ensure timely delivery of materials needed for promotional activities.
- Organized promotional events to increase product visibility in the marketplace.
- Developed and implemented marketing campaigns to drive product sales and brand awareness.
- Analyzed consumer trends and preferences to inform marketing strategies.

June 2024 - Present

Ticketing Coordinator/Answers Portal Host

Intuit Dome, Inglewood, CA

- Responsibilities include assisting fans and guests with ticketing needs providing ticketing technology via Ticketmaster
- Troubleshooting ticketing issues
- Assist guests with Intuit Dome app

- Using open, flowing communication to assist a wide variety of people with their ticketing needs
- Communicated effectively with internal staff members as well as external vendors to resolve issues quickly and efficiently.
- Worked with supervisors or project managers to develop schedules, monitor deadlines and coordinate resources.
- Responded to telephone calls and emails from customers or clients to answer questions or resolve problems.
- Assisted in the development of process improvement initiatives to increase operational effectiveness.

December 2022 - Present

Box Office Agent

Goldenvoice, Los Angeles, CA

- Responsibilities include communicating event information to guests, processing ticket orders, handling cash transactions, providing excellent customer service, upselling related events, and contributing to team dynamics
- Communicated effectively with internal staff members as well as external vendors to resolve issues quickly and efficiently.
- Responded to telephone calls and emails from customers or clients to answer questions or resolve problems.
- Provided administrative support in scheduling appointments, organizing documents, and preparing reports.
- Communicated with clients and supervisors regarding project status and changes in scope of work.
- Operated Ticketmaster box office system to issue tickets for customers quickly and efficiently.

October 2022 - Present

Guest Services Associate

Sofi Stadium, Inglewood, CA

- Managed multiple tasks simultaneously while maintaining high levels of efficiency throughout shift hours.
- Performed cashier duties including processing payments, refunds, and exchanges accurately and promptly.
- Participated in training sessions regarding customer service techniques and best practices regularly.
- Provided exceptional service to guests by greeting, addressing inquiries, and answering questions.
- Developed effective communication strategies to effectively resolve customer issues quickly and efficiently.
- Coordinated activities between departments such as housekeeping, maintenance, and security in order to ensure smooth operations.

May 2021 - August 2021

Guest Service Associate/Cashier

Simply Wholesome, Los Angeles, CA

- Duties involve operating the cash register, processing customer orders, addressing customer issues, maintaining equipment, and assisting customers with locating merchandise

February 2021 - May 2021

Event Marketing/Social Media Intern

M.S. Entertainment, Los Angeles, CA

- Worked independently on problem-solving, supervised volunteers, created marketing plans, crafted social media content, monitored social media feeds, and performed general administration duties
- Designed visuals for use on social media platforms.
- Optimized posts using relevant keywords, hashtags, and links to increase visibility.
- Maintained up-to-date knowledge of current trends in digital marketing and advertising.
- Identified target audiences and developed strategies to engage them effectively.
- Reviewed analytics data regularly to assess the effectiveness of campaigns and make improvements where necessary.
- Managed all customer service inquiries on social media in a timely manner.
- Provided creative input during brainstorming sessions related to campaigns or initiatives.
- Identified new technologies available in the market that could be utilized within our current strategy.
- Managed relationships with influencers to drive website traffic and brand recognition.
- Researched trends in digital marketing industry and identified opportunities for growth.
- Developed strategies that increased followers on multiple platforms by 25% in 3 months.
- Coordinated sponsorships from local businesses in order to maximize revenue potential from events.
- Drafted post-event reports detailing key metrics such as attendance numbers, ROI calculations and feedback surveys.
- Assisted with onsite registration at various events, and conferences.

June 2010 - April 2020

Executive Assistant

Coldwell Banker Realty, Los Angeles, CA

- Managed executive schedules, answered calls, greeted visitors, handled correspondence, prepared executive responses, interacted with customers, and documented complaints
- Demonstrated proficiency in calendar management, scheduling and coordinating executive-level meetings.
- Developed and maintained filing systems for confidential documents, emails, spreadsheets and other materials.
- Utilized excellent communication skills to liaise between internal departments, external partners and clients as needed.
- Managed and organized confidential information to maintain privacy.
- Managed executive email accounts by responding to messages and initiating email conversations with colleagues.
- Answered phone calls, emails and other requests, notifying broker of important details.
- Assisted with open houses and broker events by scheduling, resourcing, and following up.

- Coordinated inspections of properties by contractors, appraisers, and other professionals prior to sale or lease.
- Developed marketing plans for listing properties that included advertising campaigns, open houses, and promotional materials.
- Researched information about properties, communities, schools and amenities to answer client questions.
- Developed marketing materials to advertise properties.

EDUCATION

Bachelor of Arts in Mass Communication/Marketing

Prairie View A&M University, Prairie View, Texas