

Lohanne Cook

(949) 751-8473
Lohannecook@gmail.com

Marketing and Communications

EXPERIENCE

YMCA of Orange County — Marketing and Communications Specialist

NOVEMBER 2016 - PRESENT

Coordinate, strategize, grow and measure online presence and marketing efforts for 4 different service areas. Maintain websites (5 wordpress) and manage multiple social media (13 Facebook pages, 3 Instagrams, 4 Twitter accounts and 75+ yelp accounts). Write monthly (6) and bi weekly newsletters for staff and service areas. Additionally, marketing requests fulfillment (flyers, social posts, website updates)

Newport Beach Film Festival — Director of Special Projects

NOVEMBER 2014 - PRESENT

Coordinate Industry Seminar Series comprising of industry professionals discussing topics such as Directing, Screenwriting and more. Guest highlights include Aisha Tyler, Tom Cross, Arthur Jeppe, Linda Woolverton, and John Lee Hancock. Duties include accommodations, outreach to guests and moderators as well as promotion of event and media coverage from top industry magazines. Execute Call for Submissions marketing campaign including ad trades, digital marketing and copywriting.

City of Lake Forest — Public Relations Intern

FEBRUARY 2015 - JULY 2016

Assisted in the redesign of City websites (City of Lake Forest, Sports Park and Recreation Center) employee Intranet including back-end setup (e.g. creation of user accounts and rights, document migration, content development, quick links, redirects, etc.), daily website maintenance and troubleshooting. Assisted in social media management, production of the City's bi-monthly newsletter, news stories, press releases, monthly newsletters and the procurement process for a variety of public information contracts.

Palm Terrace — Admissions Coordinator

AUGUST 2013 - NOVEMBER 2015

Obtained required information and admitted residents in an efficient manner, in accordance with established policies and procedures, and additional tasks and office management as directed by supervisor.

SKILLS

Social Media Management

Event Management

Website Management

Copywriting

Content Marketing Skills

Talent Relations

Content Creation

Wordpress

Project Management

Light HTML

EDUCATION

California State University, Fullerton — Communications - Entertainment Emphasis

Minor Radio, TV, Film

AUGUST 2013

TRENDIMI — Certification

FEBRUARY 2016

Event management course covering essential practices of event planning and execution.

LANGUAGES

Portuguese (conversational)