

ARIEL WEST

DIGITAL MEDIA/COMMUNICATIONS



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arielshaleigh.com



Experienced communications, digital media and public relations/marketing professional with five+ years combined work, internship, volunteer and educational experience. Strong writing and creative skills, especially news releases and feature stories. Experienced in social media advertisement and campaigns using interpersonal language to connect to audiences. Passionate about web content strategy and brand standards. Ability to multitask while managing time and budget, creating an efficient work style.

EDUCATION

Bachelor of Strategic Communication

Emphasis: Public Relations

Oklahoma State University / Stillwater, OK.

/August 2011 - May 2015

SKILLS

- Content Creation/Management
- Brand Standards
- Social Media Advertising
- Copywriting/Editing
- Marketing Strategy/Planning
- Data Analytics
- Event Planning
- Community Management
- Public Speaking
- Associated Press Style
- Digital Media/Email Marketing
- Microsoft Office/Adobe Suite

WORK EXPERIENCE

DIGITAL MEDIA COORDINATOR

University of Central Oklahoma / Edmond, OK. / July 2018-Present

As the digital media coordinator for the top-level marketing and communications office for the university, I maintain the university's web presence and branding across all digital media, develop email marketing strategy, write news releases, blog articles and feature stories as needed, and assist the Assistant Vice President of Communications.

- Primary contact for designing and building the university's website while managing content and brand strategy in Cascade CMS
- Handle social media advertising, budget and strategy, tracking ROI and creating reports
- Serve as a brand and marketing adviser to other team members and departments on campus
- Create content for email marketing initiatives and manage daily e-newsletter as well as other online and print publications.

MARKETING SPECIALIST

University of Central Oklahoma / Edmond, OK. / October 2017-July 2018

Served the College of Fine Arts and Design as the marketing specialist for six academic departments.

- Coordinated and wrote press releases and event notices for all events
- Served as the web content management specialist to maintain web presence
- Managed advertising campaigns for 10+ social media accounts
- Contributed as a feature story writer for biannual magazine

SOCIALS



Facebook
facebook.com/arielwest



Twitter
twitter.com/Aripanda_



LinkedIn
linkedin.com/in/arielwest



Discord
Aripanda#7903



AWARDS

30 UNDER 30 - MEDIA

Oklahoma NextGen
/ November 2019

1ST PLACE FEATURETTE WRITING

OCpra Annual Conference
/ July 2018

2ND PLACE SOCIAL MEDIA CAMPAIGN

OCpra Annual Conference
/ July 2018

3RD PLACE EDITORIAL/ BLOG/COLUMN WRITING

OCpra Annual Conference
/ July 2017

3RD PLACE NEWS WRITING

OCpra Annual Conference
/ July 2016

VOLUNTEER EXPERIENCE

VICE PRESIDENT, MARKETING, AND DIRECTOR OF GRLCS

GetRECT LLC / Oklahoma City, OK / January 2016-present

GetRECT is a Midwestern esports organization that hosts video game tournaments and leagues year-round for players from neighboring states and across the United States. We operate from a community-based perspective with a staff of volunteers whose passion is to grow recreational and competitive play for all gamers.

- As co-founder and director of GRLCS: host biannual competitive 12-week league for game title League of Legends and coordinate with more than 200 players to collect rosters and payment while scheduling matches
- Assist with rulebook development and serve disciplinary action when needed
- Write blog articles and feature stories to inform and engage the community via Discord and Facebook, Twitter, Instagram
- Monitor the esports industry to keep up with latest trends and styles

MARKETING AND PROMOTIONS LEAD

Name Your Game Expo / Broken Arrow, OK / January 2019-present

As a member of the founding team for this statewide convention, I serve the board of directors as a source of media, marketing and promotional knowledge and direct all of our external communication efforts.

- Plan and coordinate marketing and promotional efforts, including social media, press releases, event notices, community engagement and website development and content management
- Plan and execute advertisement and social media content

REFERENCES

FURNISHED UPON REQUEST

INTERESTS



PC
Gaming



Feature
Writing



Broadcast
Personality



CMS
Management



Community
Content