

# ZONYA DAWSON

MASSACHUSETTS

## SKILLS

With over 8 years of management experience, I am a fearless leader who excels in project management, digital content strategy, social media marketing, public speaking, and building relationships. I am a creative and engaging writer with a great sense of humor and unwavering integrity.

Expertise in creative content production, community cultivation, digital ad spending, copywriting, and audience-building. Bi-lingual; native fluency in Thai and English.

Adobe Premiere Rush | Klaviyo | Squarespace | Canva | Google Analytics | Google Ads | WordPress | Wix | HTML | CSS | Cision | Sprinklr | Sprout Social | Social listening | MailChimp | EveryAction | Salesforce | Google Workspace | Slack | Dropbox | Microsoft Suites | SEO | SEM | Google, Microsoft, and social ad spending.

## CONTACT

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**Portfolio:** [zonyadawson.com](http://zonyadawson.com)

## EDUCATION

SheCodes - 6 month intensive coding workshop - including HTML, CSS, JavaScript, Editor, GitHub, and BootStrap.

Colorado State University (International Studies)

## Digital Strategist

FREELANCE (FEB 2017- PRESENT)

- With an in-depth understanding of the evolving digital landscape, I specialize in crafting comprehensive digital strategies that utilize the power of digital channels to achieve clients' goals. Skilled at leading cross-functional teams, analyzing data, and adapting strategies to emerging trends.
  - Conduct in-depth client consultations, understanding unique business needs, and translating requirements into strategic digital roadmaps.
  - Provide full-service digital consultation including but not limited to brand development, design, and content management solutions for organizations and businesses looking to create a robust digital footprint.
  - Elevate brand identity by crafting compelling narratives, fostering consistent messaging, and ensuring cohesive digital experiences that resonate with target demographics. Design and create visually engaging social media graphics, brand videos, and user-friendly websites.
  - Define and track KPIs, monitor analytics, and present data-driven performance reports to clients to showcase the tangible impact of strategic efforts.

## Senior Digital Manager

STATES UNITED DEMOCRACY CENTER, (JULY 2021 – AUG 2023)

- Lead creative content production, including video (animated and live-action), graphics, presentations, script development, designing and editing content, managing vendors, tracking progress, and reporting results and opportunities.
- Build and lead a diverse team of internal staff and outside consultants of writers, editors, and digital specialists to develop a long-term, data-driven content strategy to grow and nurture digital infrastructure and ecosystem. Find new audiences, increase traffic to digital platforms, and oversee the growth of digital assets (Social channels, Website, Email Newsletter, Video, etc.).
- Serve as an internal expert and trusted advisor on key digital and social trends, reacting and building on strategies.
- Lead paid social strategy, budget and media planning, forecasting, testing, ongoing data analysis, and presenting results and insights for key stakeholders.
- Oversaw the relaunch of the website in coordination with outside vendors and consultants. Continued WordPress site updates, maintenance, and content creation. Utilize analytical tools used for ad tracking, website, and e-mail marketing, resulting in a user increase from 200 to 10,000 per month.

## Digital and Communications Coordinator

WOMEN'S VOICES FOR THE EARTH, (MAY 2020 – NOV 2021)

- Relaunched digital presence on Website, Facebook, Instagram, Twitter, and YouTube through the design/creation of engaging, inclusive design, editing, and posting strategies. Within 6 months, increased engagement by 100% throughout all digital channels and succeeded at the intended goal of mobilizing young, POC communities to take action and engage meaningfully with the organization.
- Led and implemented social media strategy and analytics across all brand accounts. Ensure brand, graphic, and voice consistency across all platforms.
- Developed and utilized a comprehensive content calendar including social-first campaigns, organizational events, social giveaways, influencer activations, and brand partnerships.

## Victim Advocate Coordinator

ASIAN PACIFIC DEVELOPMENT CENTER (DEC 2017 – JUNE 2020)

- Provided educational awareness workshops to community members as well as other service providers on topics such as; Domestic Violence in the AAPI communities, Healthy Relationships, Teen Dating Violence Awareness, and more.
- Recruited, hired, trained, and supervised 4 full-time staff and 5 interns.
- Responsible for designing, implementing, and maintaining a robust internship and volunteer program.
- Planned fund-raising campaigns and promoted the organization through public relations work.
- Coordinated and attended monthly meetings with the community, and other service providers.