

CARRIE A. BACK

Content Creator & Virtual Assistant Professional



CONTACT

Phone: (512) 537-7196
Email: Carrieabk@gmail.com
Website: Carriecreates.org

PROFILE

A dedicated media professional specializing in client and administrative management especially as it relates to high level, high functioning entrepreneurs. As an experienced Content Writer, I develop unique content for your company as well as developing and maintaining your online presence with innovative marketing platforms and techniques.

EXPERIENCE

Carrie Creates

December 2016 - Present

Virtual Assistant

Provide a full suite of executive business support services to small and mid-sized companies. Provide administration support such as administrative duties, bookkeeping, data entry, calendar management and project management. Create marketing strategies with implementation over various channels such as social media, email, and managing content creation. Develop brand and business online presence through web and graphic design. Experienced Content Writer with the ability to develop unique, interesting and quality content for your business.

Archipelago Communications

June 2018 – present

Freelance Content Writer & Marketing Director

Copyright, editing, content creation and social media management for various clients within the travel & tourism industry in Koh Samui, Thailand. Wrote original and captivating articles and blogs for a variety of clients focusing on topics such as technology, health, environmental, and travel topics throughout Southeast Asia. Handled all social media channels for Archipelago Communications and their sister company, The Content Castle.

Loop Abroad

September 2017–
September 2018

Director of Admissions

Creation, development, and management all study abroad programs in Australia, South Africa, Ecuador, and Thailand. Developed marketing materials, led and implemented marketing strategies and efforts for all study abroad offerings through targeted web, print materials, social media, and related communications. Lead Administrator for website maintenance, proven track record in media account management & an increase in client engagement and growth.

Marina Orth Foundation

April 2016– August 2016

International Programs Manager & Marketing Director

Establishment and development of strategic marketing programs to highlight brand value and brand recognition. Control of marketing budget, research, content and business development analytics. Management of public relations, digital media, and community initiatives.

EDUCATION

University of Kansas

2002-2005

Bachelor of Science in Strategic Communications, with a minor in Journalism

KU School of Journalism & Mass Communications

University of Texas at Austin

2008- 2015

Master of Science in Social Work Clinical Practice

Steve Hicks School of Social Work, UT

EXPERTISE

Media Management	_____
Adobe Creative Suite Technical	_____
Writing & Research	_____
Graphic Design	_____
Branding & Marketing	_____