

Serena Robinett

MUSIC | EDUCATION | SOCIAL MEDIA

(949) 291-1319 | serenarobinett@gmail.com | New York, NY

PROFILE

Music educator and freelance social media manager with 4+ years experience and a versatile skill set in technology, customer service, written and oral communications. A quick learner and self starter- known for voluntarily taking on opportunities to go above and beyond.

WORK EXPERIENCE

SOCIAL MEDIA MANAGER | FREELANCE | 2015-CURRENT

- Built online presence for 7 organizations in real estate, education, performing arts
- Grew Facebook and Instagram followers by 200%. Reached over 3000+ people with personally created content-rich posts.
- Hosted on a variety of social media platforms: Facebook, Zillow, Twitter, Mailchimp, Wordpress, Yelp
- Utilized Facebook, Instagram, Google analytics, SEO to improve marketing, create relevant content, and manage social media calendar for timely schedules posts
- Hosted 3 Social Media Workshops and 2 webinars for First Team Real Estate Laguna Beach office

DIRECTOR OF INSTRUMENTAL MUSIC | MS217 | 2014-CURRENT

- Currently teaching instrumental music at a Title I middle school in Queens with 11 classes for a total of 330 students during the week.
- Responsible for organizing, promoting, and overseeing ticket sales for over 40 events in 4 years such as field trips, concerts, guest speakers, family events.
- Responsible for purchasing instruments, music, supplies, and repairs by garnering bids and inputting invoices and/or purchase orders.
- Collaborate with fellow educators to incorporate arts into other subjects: Social Studies, English Language Arts, Science, Technology
- Communicate with parents and staff through personal newsletters, social media (Twitter, Instagram), websites (ms217qband.weebly.com), and Skedula.
- Host professional development for 250+ educators on using tech in the Arts classroom

EDUCATION

COLUMBIA UNIVERSITY- TEACHERS COLLEGE | 2012-14

Master of Arts in Music Education

UNIVERSITY OF SANTA CRUZ | 2008-2012

Bachelor of Arts in Music Performance

SKILLS

- Excellent copywriting and editing skills, close attention to detail
- Google Certified Educator Level 1 and 2
- Analytics: Facebook, Instagram, Google, SEO
- Website building and graphic design
- Event planning
- Grant writing- received up to \$20,000
- Clifton Strengths: Input, Activator, Strategic, Communication, Positivity