

SHANINE COOK

PERSONAL PROFILE

Results-oriented Creator with in-depth knowledge of WordPress, Google services and SEM. Productive individual bringing 4 years of experience writing convincing, factual copy for a spectrum of websites and magazines. Strong editing and researching skills paired with 75 wpm typing speed. Ability to create, edit and produce video and audio content while being creative and thinking outside the box. Strong experience in training and assessing coworkers and new staff with the ability to work well under pressure.

SKILLS AND ABILITIES

- Highly capable and works well under pressure in high paced environments
- Flexible and reliable
- Efficient with Microsoft and Adobe programs
- Skilled in improving social media analytics
- Ability to create successful and pleasing images and newsletters with Canva and Mailchimp
- Proficient with media equipment such as DSLR cameras, lenses, and audio equipment
- Strong editing skills (Audio and Video)
- Competent in CP Style
- Skillful in producing professional copy stories and blogs
- Superior knowledge in working with social media and content
- Experienced delegating and executing in a leadership role and managing a team
- Practiced in producing live streams and virtual events using programs such as Switcher
- Strong ability to manage multiple accounts and work closely with clients to ensure all needs are met

EDUCATION

Centennial College

Graduate Certificate - Events Management (2020-2021)


Brain Station

Certificate - Search Engine Marketing (2020)

Mohawk College

Advanced Diploma - Journalism (2016-2019)
Graduated with Honors

GET IN TOUCH

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 shaninecook

PORTFOLIO

[HTTPS://SHANINECOOK.WIXSITE.COM/SHANINECOOK](https://shaninecook.wixsite.com/shaninecook)

CAREER HISTORY

Freelance Social Media Manager

Shanine Cook (2022-Present)

- Managed analytics and channel growth/development within platforms such as Facebook and Instagram
- Utilize platform posting programs such as Later
- Create unique and engaging content for social channels by doing research and utilizing resources such as Coffee and Contracts.
- Prepare monthly content calendars and weekly breakdowns of posts and reels
- Assist with newsletter creation
- Work for a team of 5+ members ensuring content can be used across all individuals
- Have weekly calls, open communication and consistently email daily ensuring response time is diligent and quick
- Able to take lead and make decisions and calls at the businesses best interest

Training Specialist

EDealer (2019 - Present)

- Offer daily support and assistance to all current support staff and management
- Assist in technical support, providing adequate coverage as needed
- Identify training needs by evaluating strengths and weaknesses
- Provide weekly training sessions for support staff and management
- Create tests, video walkthroughs, and documentation
- Develop a successful training program while overseeing the training of new employees
- Point of contact and providing onboarding documentation and accounts for new hires
- Attend and stay up to date with new programs and tools within the company
- Assess and periodically evaluate new hires
- Conduct daily calls and weekly catch up meetings with new hires and management
- Work as a team player with other departments such as design and web development

Technical Support Analyst

EDealer (2019 - Present)

- Offered remote support for cloud-based and web-based clients via phone, email and GoToMeeting
- Manage and assist a large range of tickets and closing up to 250+ per month
- Analyzed websites and inventory issues to identify troubleshooting methods needed for quick remediation
- Resolved system, hardware and telephone issues within 24 hours, improving efficiency among all departments
- Work as a team player with other departments such as design and web development
- Work diligently with third-party companies to ensure clients receive quick and efficient service and ticket completion
- Work closely with clients on multiple projects monthly such as website redesigns and account management.
- Provide training and assistance to dealers and new employees.

Social Media and Marketing Assistant

Mohawk College - Alumni services (2018-2019)

- Managed the Mohawk College alumni social media channels and analytics using Google Analytics and Buffer
- Created unique and engaging content for social channels such as Twitter, Facebook and Instagram
- Researched fresh ideas and writing articles/profiles for In Touch Magazine and Mohawk College blog
- Edit articles and blog posts for In Touch Magazine and Alumni blog
- Writing and implementing alumni e-blasts and newsletters using Mailchimp weekly
- Designed, presented and implemented social media campaign ideas

PROJECTS

Freelance Writer

Hamilton Spectator for Mohawk College (2018-2019)

Producer

Ignite News at Mohawk College (2018-2018)

Producer

Art In a Glass: Exploring Craft Beer