

Nan Redd (they/them)

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Portfolio: www.reddunderlined.com

EDUCATION

Bachelor of Arts in Communication, minor in Marketing May 2025
The University of Toledo, Toledo, OH

CERTIFICATIONS

Google Analytics Certification December 2023
Delta Phi Epsilon Communication Leadership Competency Badge June 2024
Social Media Proficiency Certificate April 2025

JOB EXPERIENCE

Communication Specialist | United Church Homes, Marion, OH 2023 – Present

- Format and schedule blogs, press, and web content in CMS to maintain publishing schedule.
- Analyze website analytics and apply SEO strategies to improve social and website visibility.
- Coordinate teams producing blog and social media content.
- Advise managed communities on social media strategy and engagement best practices.
- Assist in writing and proofreading annual Spirit magazine.
- Capture photography for company events and marketing materials.
- Write copy and design graphics for social media campaigns supporting UCH initiatives.

Marketing and Comms Ambassador | UToledo, Toledo, OH 2021 – 2024

- Planned/implemented marketing campaigns for UToledo Career Services.
- Developed marketing content: video blogs, social copy, physical/digital advertising.
- Increased student engagement: doubled Instagram following within three years.
- Supported launch and promotion of the Rocket Career Closet initiative.
- Contributed to office rebrand: promotion of new space, services, and consultants.
- Worked at the front desk, greeted and referred students to resources.

Marketing and communications professional with experience in social media strategy, content creation, and digital engagement. Skilled in analytics-driven marketing, SEO strategy, and campaign development. Proven ability to grow online audiences and support organizational branding initiatives.