

Carmen Benzine

Sanford, FL 32771

904-412-2192

carmenbenzine@gmail.com

EXPERIENCE

Salem Media Group – Production Administrator

Feb 2018 – Present

- > Process manuscripts and submit into production for typesetting & cover design
- > Edit manuscripts for production prep
- > Upload completed books to printer after inspecting for quality control
- > Upload ebooks to Amazon, Barnes & Noble and iTunes
- > Create and upload press releases
- > File copyright applications and LCCNs
- > Proofread and edit seasonal catalogs
- > Write short ad copy for authors as needed for catalogs
- > Create branded social media profiles for authors (Facebook, Twitter, Goodreads, Instagram)
- > Create ad campaigns for authors (Facebook, Instagram & Goodreads)
- > Work with customer service to ensure rushes are handled and information is accurate
- > Create training documents for new hires and refresher sessions

Gallagher Promotional Products - Custom Purchasing Coordinator

Jul 2015 - Feb 2018

- > Coordinated with the Graphic Designer using customer information to create art proofs for promotional products
- > Proofread created art and orders for spelling, grammar, layout, and color errors
- > Prioritized workload and meet deadlines daily while working in a fast-paced environment
- > Ran weekly reports and daily queries for data maintenance
- > Communicated with vendors regarding pricing, art limitations, and production times

N-Play - Customer Relations Specialist

Feb 2014 – Jul 2015

- > Attend to customer service inquiries via Facebook page messages, wall posts, emails, live chats, and phone
- > Recommend Facebook marketing tactics & strategies for clients
- > Create simple graphics to assist customers in processes
- > Find trends in contacts to help update and streamline company processes
- > Backup QA for marketing emails and sign up processes
- > Co-manage company Twitter accounts
- > Assist in training Customer Service new hires

Patton & Lee Realty - Marketing Assistant

Dec 2013 – Sep 2014

- > Created CMA's to be added to listing files
- > Assisted office manager with hiring processes such as finding resumes, calling references, and phone interviews
- > Assisted with creation of Google Adwords for multiple sites
- > Created business cards, flyers, banners, and post cards for listings in Adobe Photoshop
- > Created virtual home tours and uploaded to YouTube to be used in marketing
- > Scheduled posts for Facebook and Twitter using Hootsuite
- > Created and sent email campaigns through MailChimp
- > Performed QA and testing on multiple websites and catalog errors for development to fix

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EDUCATION

Bachelors in Communication, Minor in Design
University of Central Florida
August 2018 - Present

Certification in Social Media Marketing
Northwestern University
December 2016

Florida State College at Jacksonville
Dec 2013 - AA in Business