

**TIMOTHY J. UMSTEAD**

Digital Marketing Professional

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[tjumstead@gmail.com](mailto:tjumstead@gmail.com)[LinkedIn Profile](#)[Portfolio Website](#)**PROFESSIONAL SUMMARY OF QUALIFICATIONS**

- Experienced marketing professional and creative writer with a focus on social media content creation, email marketing, and copywriting.
- 4+ years of proven expertise in expanding the digital footprint of nonprofit organizations through effective marketing strategies.
- Proficient in Microsoft Office, Adobe Suite, Google Suite, Tessitura, Meta Business Suite, Canva, Constant Contact, Wordfly, and Active Campaign.
- Skilled in website content creation and proficient in managing WordPress, Kentico, and Umbraco platforms.
- Successful track record of executing impactful social media marketing campaigns, establishing and enhancing brand presence on platforms including Facebook, Instagram, Twitter, and TikTok.
- Accomplished in crafting and editing engaging blog posts for professional organizations, in addition to maintaining a personal blog.

**EDUCATION****Central Penn College**

GPA: 4.0

BS in Corporate Communications

Summerdale, PA

Graduation Date: September 2019

- Won 2020 Intern of the Year for the School of Professional Studies
- Completed real-time simulations of PR, social media & marketing strategies
- Published multimedia news stories as part of the Knightly News Media Club

**WORK EXPERIENCE****Straz Center for the Performing Arts***Digital Marketing Associate*

Tampa, FL

April 2022–July 2023

- Web development and maintenance
- Email marketing and segmentation
- Blog content creation and management
- Social media content creation and management
- Utilize suite of Microsoft and Adobe applications to perform job tasks daily
- Work independently and as a team on a variety of ongoing projects

**Tampa–Hillsborough County Public Library System***Library Associate*

Port Tampa City, FL

February 2021–April 2022

- Provide excellent customer service to HCPLC customers
- Provide technical and administrative support to customers as needed
- Process interlibrary loans as requests come through
- Shelf materials, process holds, and maintain the overall quality of the collection
- Utilize computer software (Polaris, Microsoft Office) to complete duties
- Generate reports with Polaris to maintain the quality of the collection

**Compeer of Lebanon County***Public Relations & Marketing Assistant*

Lebanon, PA

August 19, 2019–Present

- Public relations materials design through Canva
- Daily posting to social media platforms
- Email marketing campaigns
- Web development and maintenance
- Worked directly with vulnerable populations through mental health programs

**Annaville Free Library**

*Library Assistant & Social Media Tech*

August 19, 2019–December 21, 2019

- Social media content creation and management
- Create promotional materials for events & displays
- Website content creation and management
- Supervise volunteers and manage circulation desk
- Complete circulation tasks

**The Hershey Company—Hershey's Chocolate World**

*Retail Team Leader*

Hershey, PA

May 2014–December 22, 2019

- Began as replenishment attendant and received two promotions in first 4 years
- Lead a team of between 10–30 workers daily using team management and leadership skills
- Create and lead a training program for replenishment team members and area coordinators
- Change displays and fill inventory through inventory management & problem solving skills
- Act as liaison to resolve customer conflicts using interpersonal communication skills
- Handle register transactions and money through money management
- Work with team members through coaching and team building

**SPECIAL PROJECTS**

- **Aug 2022 – Jan 2023 – Straz Center Website Creation & Deployment**
  - Acted in key role in the development of the Straz Center's website design overhaul
  - Performed website content creation and management prior to the website's go live date
  - Deployed website successfully January 25, 2023 and continue to manage site daily
- **Apr 2022 – Jul 2023 – Straz Center TikTok Account**
  - Worked with digital marketing content coordinator to launch the Straz Center's TikTok account
  - The account has over 2000 followers, hundreds of thousands of views and over 80,000 likes
- **Feb – May 2022 – Warrior Fundraiser marketing campaign**
  - Implemented a marketing campaign through social media and email marketing
  - Surpassed fundraising campaign goal of \$10,000
- **Aug – Dec 2019 – Friendsgiving Fundraiser marketing campaign**
  - Implemented a marketing campaign through social media and email marketing
  - Surpassed fundraising campaign goal of \$10,000
- **Jun – Sep 2019 – Introduction of new Compeer youth program**
  - Implemented a marketing campaign through social media and email marketing
  - Designed program materials including brochure, flyer, etc.