

CHENAY BARNES

Memphis, TN 38116 | 323-487-1396 | info.chenay@gmail.com

Skills

- Digital Marketing & Social Media Management
- Media Relations & Mass Communications
- Event Coordination & Logistics
- Content Creation & Storyboarding
- Written & Verbal Communication
- Video Editing & Graphic Design

Experience

Digital Communications

01/2015 to Current

Management Consultant

Memphis, TN

- Craft and execute compelling film and television projects on diverse film sets, collaborating with prestigious companies including Lionsgate, ABC Network, CBS, Pepsi, Amazon, and more. Achieved more than a remarkable 30 million views across multiple platforms.
- Serve as a creative force alongside the Executive Producers and Showrunners, fostering innovation in show segment ideas, brand development, and video production.
- Design, create and craft marketing strategies and creative direction for company rebrand shoots. Generating 26,000 views in 14 days on a social media platform.
- Generate and distribute advertisements using Meta and social media ad funnels to target proper audiences for brand visibility, marketing promotions, and awareness.
- Develop and execute digital marketing strategies for a diverse clientele via social media. Ensuring promotions align with brand identity and messaging, resulting in a noteworthy 65,000 views in a 30-day span of online engagement.
- Spearhead and develop social media marketing and public relation strategies with brand partnerships, collaborations, giveaways, and online influencer marketing. Increasing brand engagement online and in-person sales. Generating over 69,000 views total in seven days. Companies include I love Memphis Blog, the Hilton Canopy, and Downtown Memphis Commission.
- Expertly oversaw the entire production process for brand campaigns, film production, and photography shoots. Design creative proposals, film and video editing, and content distribution across platforms: YouTube, Instagram, Facebook, and broadcast media.
- Produce dynamic media kits and persuasive pitch materials, and press releases securing lucrative investors, sponsorships, media coverage, and invaluable media relations with companies such as EA Sports, TMRW Mag, and CLASH.
- Mastermind behind engaging and interactive content across all social media platforms, driving a remarkable 68% growth in followers over three months.
- Create and distribute effective newsletters for company updates, offers, promotions, and education via email marketing, LinkedIn, and Facebook.
- Demonstrate strong administrative support, adeptly managing calendars, scheduling, and facilitating seamless communication with both internal and external stakeholders.
- Drove increased engagement and attendance through coordinated events with Yelp Memphis, Memphis River Parks, and Downtown Memphis Commission. Overseeing all logistics for event planning, securing vendors and proper media advertisements. Over 10,000 views in engagement for promotion, with a number of 150 attendees.
- Publish over 1,000 captivating digital videos across a multitude of social media platforms, including YouTube, Facebook, Instagram, Twitter, and TikTok, solidifying brand presence and engagement.
- Conduct in-depth research and compile critical information for high-level executives, facilitating preparation for pitch meetings. Capture comprehensive meeting notes and ensure distribution of information to cross-functional team members and collaborators.
- Demonstrate expertise in drafting contractual and legal documents for employee onboarding procedures, intellectual property rights, and brand ambassadors contracts; ensuring compliance and protection for all parties involved.

Data Entry

06/2010 to 10/2016

City of Memphis

Memphis, TN

- Conduct accurate data entry of legal documents and case information into court databases ensuring accuracy and completeness
- Provide administrative support to court staff including answering phone calls and assisting with document retrieval and dissemination
- Assist in the compilation of data reports of city department and organization of records
- Conduct quality assurance checks to rectify errors or discrepancies in court documentation
- Maintain confidentiality of sensitive court records adhering to data protection regulations and protocols

Education and Training

Bachelor of Science: Media and Entertainment

Middle Tennessee State University

12/2014

Murfreesboro, TN

Internship: Television Broadcast

WTVF News Channel 5 Nashville

12/2014

Nashville, TN