



# DONNA WARD

SOCIAL MEDIA MANAGER, EXPERT, AND TRAINER

909-337-3223 | coachdonnaward@facebook.com | @ www.askcoachdonna.com

## ABOUT

Content, Social Media, and Email Marketing for Mid-Sized & Small Businesses  
Social Media Manager, Entrepreneurial Blogger, Consultant, Mentor, Trainer, Digital Strategist  
Teaming up with YOU to create visibility & credibility online to reach business goals.

AskCoachDonna

coachdonnaward

@CoachDonnaWard

I'll do it for you or show, tell, coach, & teach you how to maximize your presence online.

## PROFESSIONAL HIGHLIGHTS

STRATEGY PLANNING | TACTICS AND EXECUTION | COMMUNITY MANAGEMENT | CREATIVE MINDSET

- Knowing how search, content and social media all works together ~ I help outline goals, define your target audience, and know what platforms will help you measure your efforts and results.
- Tactical execution means that I use strong attention to detail for the success of any social media day to day marketing and systems.
- I give social media direction by creating, observing, and responding to conversations within a brand's community. Monitoring tweets, responding to Facebook posts & engaging with brand advocates. Even responding to trolls and negative feedback. Using part PR and part commonsense.

DEVELOP AND MANAGE ONLINE MARKETING CAMPAIGNS | DIGITAL PROMOTER | SEPT 2008 - PRESENT

- Provide strategic direction in marketing, brand development, and media strategy to promote product line nationally and globally.
- Collaborate across marketing/brand teams, and senior management to ensure consistent, cohesive messaging in alignment with business objectives.
- Drive integrated online, traditional, and social media campaigns, including e-commerce and SEO strategies.

## SKILLS

SOCIAL MEDIA PROMOTION	
BRANDING & MESSAGING	
PROJECT MANAGEMENT	
TEAMWORK	

## QUALIFICATIONS

SALES PAGES  
SOCIAL MEDIA CHECKLIST ~ LEAD BUILDER  
[WWW.ASKCOACHDONNA.COM/SMCHECKLIST](http://WWW.ASKCOACHDONNA.COM/SMCHECKLIST)

WORDPRESS TUTORIALS ~ SALES PAGE  
[WWW.ASKCOACHDONNA.COM/WPVIDEOS](http://WWW.ASKCOACHDONNA.COM/WPVIDEOS)

FANS  
SOCIAL MEDIA INFLUENCER WITH OVER  
5000 FACEBOOK FOLLOWERS | LINKEDIN 1500  
8000 TWITTER | PINTEREST 3000 | INSTAGRAM 1500

## EDUCATION

BACHELOR OF SCIENCE, MAJOR IN  
INFORMATION SYSTEMS &  
BUSINESS MANAGEMENT  
UNIVERSITY OF REDLANDS | 2000

## AWARDS

CERTIFIED BUSINESS COACH  
CHALLENGE COURSE LEADERSHIP CERTIFICATION  
CERTIFIED CONFERENCE CENTER EXECUTIVE DIRECTOR