

# Kailey Sherrick

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## Social Media & Digital Communications Director

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Highly skilled social media marketing and communications professional with 10 years of experience. Adept at discussing stakeholder goals and partnering cross-functionally to ensure projects meet all milestones, deadlines, and budget requirements. Remains well informed of new technologies and innovative processes, while ensuring compliance with corporate standards. Leverages exceptional communication, interpersonal, presentation, creative thinking, and problem-solving skills.

- Collaborative Design & Development
- Brand Identity & Awareness
- Project Lifecycle Management
- Adobe Creative Suite
- Social Media Management
- Executive Social Media Strategy
- Paid Social Media
- Canva
- Salesforce CRM
- Employee Advocacy
- Time Management
- Thought Leadership

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## Career Experience

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**Manager, Digital Communications**, Adtalem Global Education, Chicago, IL May 2020 to Present

Solely responsible for the social media strategy and content creation for this global publicly-traded healthcare education company, with a portfolio of more than 10,000 employees, five higher education institutions, and more than 300,000 alumni. Redefined the company's digital communications strategy to create and implement more branded content through the organization's website and social media channels. Owned the social media strategy for both paid and organic social media to drive brand awareness, and owned the thought leadership strategy by creating executive social media for the CEO and other C-suite members. Managed our employee advocacy program to turn employees into thought leaders.

- Recognized for growing Adtalem's organic social media audience 56% year-over-year.
- Grew our former CEO and executive chairman's social media presence to earn her a spot as a LinkedIn Influencer.
- Increased website traffic originating from social media by 20%.

**Social Media Manager**, Diebold Nixdorf Inc., North Canton, OH May 2018 to May 2020

Owned this publicly-traded financial services organization's organic and paid social media strategy with goals including increasing brand awareness, driving prospective customers to the website's sales funnel, and promoting new FinTech products. Developed social strategies around industry news, quarterly financial performances, employer branding, press releases, events, product launches, and more. Refined the Diebold Nixdorf Brand Voice and centered content on the Consumer Journey through posting knowledgeable, actionable content. Implemented a successful employee advocacy program and thought leadership strategy which saw a 10% boost to engagement rates.

- Grew net social followers by 59% year-over-year.
- Increased net engagement across social channels by 83% year-over-year.
- Met and exceeded monthly KPI of 3,200 net followers per month.

*Career notes as **Marketing Lead** at Inktastic, Inc. (2017-2018), **Social Media Manager** at Cleveland State University (2015-2017), and **Freelance Copywriter** at Meyer Distributing (2013-2016).*

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## Education & Credentials

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**MFA in Creative Writing**, Cleveland State University, 2017 | **BA in Creative Writing**, Baldwin Wallace University, 2014