

# AMELIA TRITICO

Digital Specialist and Communications Expert  
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## ABOUT

I'm a hard-working, optimistic self-starter with a knack for witty one-liners and brewing a good cup of coffee. I'm passionate about communicating effectively, efficiently and intelligently. Good communication should be based on good information, and I'm an active seeker of any new knowledge that can be gained within the field.



## WORK EXPERIENCE

### SHAW INDUSTRIES

Digital Specialist, October 2016 - Present

Digital Coordinator, August 2014 - October 2016

- Developing and implementing digital and social media strategy during a new brand launch
- Assisted in the launch of an event app for Shaw's Convention in 2017
- Account management and support for over 300 retailers within Shaw's network for Share It Forward solution: an online reputation management service sponsored by Shaw Floors
- Designing print and digital support materials for Share It Forward and Shaw Web Studio
- Updating websites
- Creating reports utilizing data visualization techniques
- Utilizing SEO best practices to make Share It Forward's reviews SEO-friendly
- Attending trade shows to promote Share It Forward and network with Shaw's retailers

### BELLE JOURNAL

Public Relations/Co-editor, August 2012 - Present

- Design and edit printed literary journal for Vol. I
- Promote Belle Journal activities through social media accounts
- Assisted in planning of Kickstarter.com fundraising effort to publish first issue
- Redesigned and maintained the website using the Wordpress and Weebly platforms

### ACADEMIC DISTINCTION FUND

Communications Specialist, June 2013 - June 2014

- Created promotional materials for community education events and an Annual Giving fundraising campaign
- Managed social media accounts
- Updated and maintained the website
- Assisted in the planning of a signature fundraiser



## EDUCATION

Master of Mass Communication

Louisiana State University, Baton Rouge, LA  
August 2012 - May 2014

Bachelor of Arts in Spanish

Tennessee Technological University, Cookeville, TN  
Concentrations in History and Communications  
August 2005 - December 2009

Study Abroad Program

Universidad Nacional, Heredia, Costa Rica  
January 2008 - June 2008



## SKILLS

Adobe InDesign

Squarespace

Weebly

Adobe Illustrator

Wordpress

Microsoft Suite

Adobe Photoshop

Kentico



## LANGUAGES

English

Spanish



## HOBBIES

Traveling

Music/Singing

Cooking

Netflix