

JESSALYNN SHELDON, B.A.

SOCIAL MEDIA MANAGER

📍 Concord, CA
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Program leader looking to leverage my passion for the healing properties of Cannabis and my past marketing experience to transition into social media content creation and management role with your company.

Key strengths include an ability to provide quality customer support to clients while managing rapidly evolving projects and priorities with a high degree of professionalism.

CORE COMPETENCIES



Customer Relationship Management | Client Communication | Data Collection & Analysis | Social Media Marketing | Calendar Management | Documentation | Graphic Design | Quality Assurance Management | Multi-Disciplinary Team Communication | Prxogram Development

PROFESSIONAL EXPERIENCE



2019- Present

Early Intervention Head Teacher

We Care Services for Children Concord, CA

- Head teacher of an early intervention classroom serving toddlers (18 months to 3 years old) who have been identified with or high risk for developing Autism Spectrum Disorder.
- Spearheaded technical support to staff to establish and sustain virtual classrooms during the Covid-19 pandemic.
- Curated stunning visual instruction cards on Canva to provide guidance for parents to teach their children at home using our provided materials and video models.
- Designed visual lesson plans and newsletters that were shared with families monthly or bi-weekly.

2016-2019

Program Director

St. Mark's Harmony Center Orinda, CA

- Managed the program development of a new after school program for teens and young adults with developmental disabilities
- Lead all social media marketing related to program enrollment, social events, and staff hiring.
- Designed all advertising materials, social media posts, and web presence using Canva.
- Acted as face of organization at job fairs, charitable events, and community outreach activities.

TECHNICAL SKILLS



Microsoft Office Suite & Databases | Windows PC | Mac OS X | Zoom | Webex | Slack | Google Suite | Canva | Adobe Acrobat

EDUCATION



Bachelor of Arts in Psychology | University of California, Davis | Davis, CA