

**DIGITAL CUSTOMER EXPERIENCE MANAGER**  
ASPIRA LABS

FEB 2016 - PRESENT

Develop digital marketing strategies focused on customer retention for a growing biotech company.

Collaborate with sales and operations teams to ensure an optimal customer experience from product adoption to loyalty.

Capture and analyze the appropriate social and digital data/metrics to report to management team on a monthly basis.

**SOCIAL MEDIA MANAGER**  
DELETE BLOOD CANCER DKMS

JAN 2015 - FEB 2016

Oversaw all things social including content strategy, community management, digital campaigns and branded partnerships, cross-channel integrations and paid media.

Increased online bone marrow donor registrations by 30 percent due to implemented social media tactics.

Created quarterly, innovative campaigns and evergreen/real-time content that tracked to key traffic goals and social KPIs.

**HEALTH COMMUNICATIONS AND DIGITAL MARKETING SPECIALIST**  
DANYA INTERNATIONAL

MAR 2013 - AUG 2014

Developed digital health communication strategies for the National Partnerships Team/Division of HIV/AIDS Prevention.

Provided conference strategy and support to push national HIV testing campaigns and cobranding opportunities for organizations and potential partners.

Served on special internal teams to identify, research and best use innovative digital and social media tools and techniques.

**CO-FOUNDER AND DIRECTOR OF MARKETING**  
THE CRAVINGS TRUCK

AUG 2010 - JAN 2014

Cofounded a food truck with \$20,000 in startup capital. Within two years, generated \$150,000 in revenue.

Developed and executed a social marketing strategy, which led to a total of 7,000 friends/followers on social media sites in less than 15 months on a budget of less than \$100.

**HEALTH COMMUNICATIONS SPECIALIST**  
FAMU HEALTH

JUL 2009 - JUL 2011

Developed communication strategies, local strategic partnerships for health promotion and prevention efforts.

Produced radio advertisements, designed posters and brochures for various health promotion campaigns.

2,284 students tested for HIV/AIDS during *Sexpectations*, a campaign focused on HIV/AIDS awareness.

**EDUCATION**

**MASTER OF SCIENCE IN INTEGRATED MARKETING COMMUNICATION**

2012 Florida State University

**BACHELOR OF SCIENCE IN PUBLIC RELATIONS**

2009 Florida A & M University

**SOCIAL MEDIA STRATEGY + ENGAGEMENT**

## 7,000,000

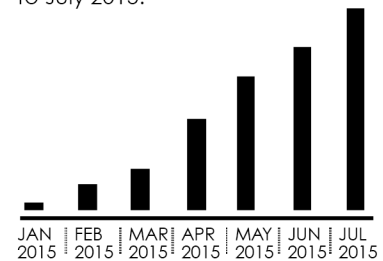
Reached over 7 million women from March 2016 to July 2016 about ovarian cancer symptoms through the launch of non-branded educational website, [www.knowpelvicmass.com](http://www.knowpelvicmass.com).

## 309,487

Amount of Tweeters reached during #TalkHIV Twitter chats and Twiterviews.

## 220%

Follower growth on Instagram for @dkms\_us from January to July 2015.



## GOLD LIONS HEALTH AWARD

Developed social media strategy for "Out the Monster" a 2015 award-winning disease awareness campaign focused on accidental opioid addiction while a social media strategist at StrawberryFrog.

**SKILLS**

**Creative:**

Adobe Creative Suite, Wordpress

**Analytics:**

Crimson Hexagon, Google Analytics, Facebook Insights, SPSS

**Social Media Management:**

Buffer, Hootsuite, Falcon Social

**CRM:**

Hubspot CRM, Mailchimp, Zendesk, Zapier

**Project Management:**

Basecamp, Asana, Slack

**CONTACT**

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