

Paige A. Mays

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WORK EXPERIENCE

Peoples Health (a UnitedHealthcare Company)

New Orleans, LA

Digital Marketing Manager, Content Producer, Social Media Specialist

October 2016 - Present

- Using Adobe Creative Suite, produce original video content and graphics for digital marketing campaigns, including television commercials, web, social media, and internal communications.
- Manage both organic social media and paid online advertising campaigns for Peoples Health and Primary Care Plus with Facebook, Google and Microsoft Bing, developing strategies to drive leads and traffic to landing pages and websites.
- Provide daily moderation of social media posts, interacting and commenting with users in a timely, professional manner. Escalate concerns to appropriate departments to resolve member issues and maintain a positive online brand image.
- Write, edit and review Medicare Advantage and health care marketing copy. Script talking points and schedule doctors for special events and weekly news interviews on TV and radio.
- Assist with web design and maintenance as needed for external websites and company intranets using WordPress and HTML.
- Promoted multiple times over the span of six years within the marketing department.

CMT / Moore Casting / Done and Dusted / Adrenaline Broadcasting

Nashville, TN / New Orleans, LA

Production Assistant (Freelance)

November 2014 – September 2016

- Collaborated with Viacom and CMT special events teams to plan and distribute seating arrangements and ticket sales to industry, staff, artists, and Ticketmaster for CMT Music Awards and CMT Artists of the Year.
- Recruited fans off the street and checked in audience members, controlled crowd, and rearranged seat fillers throughout the night for multiple live award shows and CMT Hot 20 Countdown/Crossroads tapings.
- Organized NDAs, contracts and assisted backstage for 3-day video production of Beyonce's sold-out Formation World Tour.
- Developed shot lists, wrote scripts, interviewed guests and ran teleprompter for Tulane Wavemaker Weekend video production.

Country Music Television

Nashville, TN

CMT Radio Intern

January 2015 – May 2015

- Wrote entertainment stories, pulled country artist tweets and update tour tracker daily for CMT Cody.com, CMT Radio Live and CMT AfterMidNite blog and social media. Managed radio brand's Facebook and Instagram content and moderation of comments.
- Assisted with shooting in-studio or on-location interviews and edited video for CMT Cody.com. Captured mobile video and Vine content for CMT personality Cody Alan's social media channels. Cut audio and built radio promos using Adobe Audition.
- Transcribed after hours radio voicemail with VoxPro, pulled sound bites for shows and developed questions for artist interviews.
- Using HootSuite, live tweeted from official CMT Twitter account for the season premiere of Party Down South and responded to fans in a quick, timely and fun manner.
- Filled in as associate producer when needed. Hired as freelancer for the department upon completion of internship.

WPTV-TV

West Palm Beach, FL

Multimedia Journalist Intern

June 2014 – July 2014

- Assisted reporters and photographers on daily live shots, filmed b-roll and conducted "man-on-the-street" interviews. Cut footage for voiceovers and packages using Final Cut Pro for morning and afternoon shows.
- Filled in as associate producer by writing teleprompter scripts from wire copy and press releases for afternoon newscasts with iNews. Added supers and OTS to stories with ChryonLUCI.

Roundabout U

Murray, KY

Co-Host, Features Producer

May 2013 – December 2015

- Co-hosted weekly show in-studio, reported in the field and conducted on-camera interviews with guests ranging from music artists to community leaders. Filmed with Sony XLR and edited packages with Final Cut Pro/Premiere.
- Produced monthly feature segments: "Alexis' Cain's Impact on Sorority Life" won 1st place in KAPB College "Best TV Feature" and gained the attention of the Today Show and the Meredith Viera Show.
- Hosted and emceed local events, PBS shows, and provided voiceover work for commercials.

SKILLS & INTERESTS

Skills: Adobe Creative Suite | Microsoft Office | Meta Business Suite | Sprinklr | Agorapulse | Asana | Unbounce | WordPress | HTML

Interests: Video Editing | Creative Writing | Social Media Management | Brand Experience | Customer Service | Volunteering

EDUCATION

Murray State University

Murray, KY

B.A. Television Production / Minor: Journalism

Graduation Date: December 2015