

DEJA MATTIS

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COMMUNICATIONS AND PUBLIC RELATIONS PROFILE

NOTABLE QUALIFICATIONS AND PROGRAM SOFTWARE SKILLS

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|---|--|
| <input type="checkbox"/> Lesson Planning & Curriculum Development | <input type="checkbox"/> Monitoring Analytics |
| <input type="checkbox"/> Training and Development | <input type="checkbox"/> Complex Problem Resolution |
| <input type="checkbox"/> Account Management | <input type="checkbox"/> Cultural Diversity Practices |
| <input type="checkbox"/> Classroom Management | <input type="checkbox"/> Search Engine Optimization (SEO) |
| <input type="checkbox"/> Internal/External Communications | <input type="checkbox"/> Adobe: Photoshop, Illustrator, InDesign |
| <input type="checkbox"/> Social Media Management | <input type="checkbox"/> Proficient use of Microsoft W/E/O/PP |
| <input type="checkbox"/> Writing/Editing Content | <input type="checkbox"/> Instructional Technology |
| | <input type="checkbox"/> Remote/Hybrid Adaptable |

APPLICABLE WORK EXPERIENCE AND CAREER PROGRESSION

SUBSTITUTE TEACHER

Kelly Services

2024 – present

- Deliver lesson plans and instructional materials that facilitate active learning.
- Collaborate with Administration, Department heads, teachers and guidance counselors so students may achieve academic excellence.
- Enforce rules and regulations teachers and administration set to meet district expectations.
- Mentoring students of all grade levels.

BUSINESS ENTREPRENEURSHIP TEACHER

Plantation High school

2022 – 2024

- Plan, prepare and deliver lesson plans and instructional materials that facilitate active learning.
- Collaborate with Administration, Department heads, teachers and guidance counselors so students may achieve academic excellence.
- Guide students with projects and work that both influenced their academic and personal lifelong term.
- Assists students and parents with their understanding of student achievement goals consistent with district expectations.
- Aided seniors with applying to colleges, attending tours and discovering what the right path is for them while also mentoring students of all grade levels.
- Plan and prepare field trips focused on classroom assignments.

COMMUNICATIONS AND MARKETING SPECIALIST

Friedman Dental Group

2021 – 2022

- Manage marketing department's initiatives with the planning, executing, and tracking of marketing budgets of \$30-50K and inventory for 4 offices in the South Florida Region.
- Improve processes and procedures to ensure oversight and effectiveness of marketing initiatives are carried out accurately and with 100% completeness.
- Monitor and analyze web traffic to identify and improve e-mail campaign traffic and organic traffic.
- Generate and interpret status reports and work with the marketing team to ensure projects are delivered on time and within budget.

BRAND ASSISTANT MANAGER

Chewy

2020 – 2021

- Oversaw a team of 10 Customer Service Representatives and led weekly team meetings and 1:1s to ensure appropriate management of accounts and marketing strategies –increased sales by 33% within first 6 months.
- Managed upwards of 120+ interactions per day in a high-volume, high service-level environment.
- Collaborated with fellow team members to efficiently develop new marketing content and maintained a high level of efficiency and brand standards.
- Established and managed key marketing channels including Email, Direct Mail, Website, Influencer Communities, and social media.

MARKETING ASSISTANT

Prime Meridian Bank

2020 – 2021

- Prepared, formatted, proofread, and edited a range of documents as needed, using a high level of attention to detail.
- Generated customer profile reports and target-market demographic information to identify opportunities for product and service marketing.
- Researched and evaluated competitor marketing and digital content and created engaging content for our Instagram and Facebook platforms (postings, promotions, graphics, etc.)
- Organized and redesigned marketing inventory –resulting in over 20% of cost savings within the first year.

MARKETING AND PUBLIC RELATIONS INTERN

Rowland Publishing

2019 – 2020

- Offered approved ideas and marketing strategies to increase visibility to the magazine and increased social media following from hundreds to thousands.
- Maintained constant communication with clients to obtain material and instruction necessary to fulfill contractual obligations.
- Proactively collaborated with all departments to improve workflow and communication to increase productivity.
- Researched and held interviews with several notable Tallahassee residents, faculty, and staff of Florida State, and donors within the community for their contributions to the city and assisted with marketing events and digital PR.

EDUCATIONAL QUALIFICATIONS

Bachelor of Science Public Relations – School of Journalism & Graphic Communications
Florida A & M University | Tallahassee, Florida

2019