



CONTACT

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EDUCATION

MOTT COMMUNITY COLLEGE

2005-2006

Communication and Media Studies

UNIVERSITY OF MICHIGAN-FLINT

1994-1998

Psychology/Anthropology Major

COMPUTER SKILLS

Microsoft Office Suite

Canva

Facebook

Twitter

Instagram

SOCIAL

📧 <https://bit.ly/2DKZYXL>

📷 @roxannerhoads

🐦 @roxannerhoads

ROXANNE RHOADS

Book Publicist, Social Media Marketer, Author, Content Creator

ABOUT

I am a creative and clever book marketing specialist with extensive experience running online marketing campaigns. I have helped authors reach The New York Times & USA Today Bestseller lists and become Amazon bestsellers.

I have excellent communication skills and multitasking abilities. I am highly organized and capable of meeting goals and deadlines.

PROFESSIONAL SKILLS

Book Marketing
Social Media Marketing
Author Branding
Virtual Book Tours
Social Media Management
Evaluate Author Online Presence

Graphic Creation for Social Media
Content Creation
Social Media Strategies
Event Planning & Organization
Ability to Multi-task
Coordinate and Procure Book Reviews

EXPERIENCE

BOOK PUBLICIST, SOCIAL MEDIA MARKETER, AUTHOR BRAND SPECIALIST Bewitching Book Tours | December 2010 - Current

- Create press kits, social media graphics, hashtags, blog content, newsletter content, press releases, and digital content for book tours and online promotions.
- Act as a liaison between authors, bloggers and book reviewers.
- Responsible for daily social media management & content on multiple platforms.
- Create virtual book tour content, schedule tour stops, promote tour stops daily.
- Have managed over 80 book tours at one time. Highly organized and skilled at multi-tasking. Over 8 years in business Bewitching has completed around 2000 book tours.

FREELANCE WRITER, AUTHOR, BOOK BLOGGER

Fang-tastic Books, Roxanne's Realm, Night Owl Reviews | June 2005- Current

- Write and publish fiction and non-fiction in both eBook and print, self-published and traditionally published through both independent press and large publishers.
- Write monthly column for Night Owl Romance.
- Freelance writing of magazine articles and web content.
- Maintain multiple book blogs & social media pages dedicated to book promotion and book reviews.