

Yaminah Legohn

Contact: (805) 415-6469
YaminahL@artoflegohn.com

Professional Experience

Art Of Legohn, LLC *Los Angeles/New York 2010-present*

Director: Digital Marketing and Social media Management

- Manage the branding, advertising, and promotional campaign efforts that highlights the company's visions and identity across various social media and physical spaces.
- Lead a marketing team of 10+ associates and delegate their work for press releases, flyers, posters, content creation and email campaigns.
- Utilize Search Engine Optimization (SEO) to direct the audience to the website and help narrow down the search.
- Create content using software (Canva, Imovie, Final Cut) and sharing social media platforms to market and grow our audience
- Audience increased by 90 % using social media marketing, content creation, workshops and pop ups.
- Manage analytics to track company's success and opportunities for growth in the digital space.
- Track and interpret data, metrics, and trends.
- Use software and digital marketing skills to spearhead social media management and strategy
- Increase brand awareness and market share through social media ads.
- Generate new business leads and build strong client relationships through invitation to events, social media engagement and email campaigns.

Upworks *Los Angeles, CA 2022-present*

Social Media Strategist, Digital Marketing

- Create social media strategy for clients
- Content creation includes graphic designs, portfolio, social media post, GIFs
- Search Engine Optimization, Key Words and Copywriting
- Increase brand awareness 90%, creating new followers and engaging with audience
- Track and interpret data, metrics, and trends.
- Manage analytics on social media

Take Lessons *Los Angeles | New York 2020-present*

Social Media Strategist, Digital Marketing, Business Consultant

- Create social media strategy for clients
- Content creation includes graphic designs, portfolio, social media post, GIFs
- Search Engine Optimization, Key Words and Copywriting
- Increase brand awareness 90%, creating new followers and engaging with audience
- Business consultant for small business owners

Skills

- Product Development
- Google Analytics
- Content Creation
- Customers Needs Assessment
- Direct Email Campaigns
- Search Engine Optimization
- Budget Management and Allocation
- Email Marketing
- Google Suite
- Adobe Premiere
- Canva
- Wix
- E Commerce
- Instagram/TikTok/Youtube/ Facebook strategy and marketing

Education

San Francisco State University

San Francisco, CA

Bachelor Of Arts Degree

Speech Communications and Dance

August 2005- June 2009

Grow With Google

Google Ads, Build Resume, Marketing Campaigns

New York, NY 2018-2020

Communication in Workplace Certificate 2022

Google Digital Marketing and E Commerce Certificate 2023

Awards/Recognition

NAACP Award

2nd year judge for NAACP ACT-SO Competition

House of Yes *New York, NY 2018-present*

Show Producer and Bookings

- Red Light Special: A Night of Urban Burlesque by sharing materials for content, promote flyers on social media (Instagram, Facebook, Twitter and Email)
- Target Audience includes BIPOC, LGBTQ+ and Allies that appreciate dance, culture and women empowerment.
- Build relationships with media outlets, influencers, studios, record label reps, agency reps and invite them to the show to increase exposure.
- Assist with marketing and promotion for productions using digital marketing tools such as social media ads, email marketing, along with passing out physical flyers.
- Book dancers for House of Yes events

Red Light Special: A Night Of Urban Burlesque™ *New York | Los Angeles 2016-Present*

Director: Digital Marketing, Social Media Strategist and Project manager

- Manage and delegate project team to create graphics for marketing campaigns, press release and flyers
- Budget and allocate funds to pay for the marketing materials, venue, artists, and staff
- Increase brand awareness 80% and audience attendance 90% by doing pop up shows, workshops, raffles, marketing and advertising on social media.
- Manage and direct over 50 artists to perform in productions, events and workshops
- Create and plan content and strategy for the target audience (people that enjoy dance, performance, entertainment, education, art and culture.
- Lead goal setting efforts and manage analytics to set goals to bring awareness to the upcoming shows and engage with our audience
- Create and manage a social media calendar to schedule posts for marketing and email campaigns.