

## SUMMARY

Leon Lewis is an expert **Social Media Coordinator** with over 13 years of experience in social media strategy, digital ads, content creation, automation, and web development.

He also holds a background in **Employee Recruitment** and targeted Boolean searches on LinkedIn to find candidates from his time as an IT headhunter. Currently Leon seeks a marketing role with an established company that can utilize his expertise to expand operations and meet the challenges of an evolving industry. He lives in **Austin, MN**.

## HIGHLIGHTED SKILLS

- Facebook, TikTok, Google Instagram, LinkedIn
- Content Creation
- Targeted Recruiting
- Transportation & AI
- Social Media Advertising Platforms & Mgmt.
- Hashtag Research
- Resume Screening
- Website Development
- Navigate Advertising Restrictions for Employers
- Automation Tools
- ATS Software & Platforms
- Search Engine Visibility

## PROFESSIONAL EXPERIENCE

**AustinEventList.com | Austin, MN**  
**Owner, Marketing Manager**

**July 2023 – Present**

Passion project to help bring the Austin community together and assist local businesses with their marketing efforts.

- Over 16,000 local site visitors since starting last year and growing more every month (see visitor counter on homepage).
- Utilize social media, digital ads, and newsletters to spread the word.
- Monitor various social media and digital channels for content repurposing.
- Find and compile hundreds of local events every month onto our calendar system.
- Field communications from local organizations and businesses to get their events listed on our public site in a timely manner.
- Guide local clients on additional marketing techniques and strategies.
- Manage the website, add new features, design content, and fix bugs to keep the site running smoothly with zero downtime.
- Find and hire specialists for specific projects using UpWork & Fiverr.

**Leon Lewis LLC. | MN, IA, CA, NC**  
**Digital Marketing Consultant**

**2009 – Present**

Help clients with various digital marketing projects per scope of work.

- Conduct hashtag and keyword research for use in organic social media content strategies and search engine optimization (SEO).
- Develop, implement, and manage social media content based on client goals.
- Set up and manage digital advertising campaigns on platforms including Facebook, Instagram, TikTok, and Google.
- Design, build, and manage client websites using CMS systems including Joomla, Ghost, Wordpress, Squarespace, Wix, and Carrd.io.
- Create and manage Google Business Profiles to increase local search traffic and help clients show up higher for targeted keywords.
- Work with multiple teams and departments to develop content for use on social media, websites, and various other communication channels.
- Manage budgets and billing for client software and paid media campaigns.
- Track and communicate ROI of campaigns in relation to KPI's set by clients.

**True Source LLC. | Minneapolis, MN**  
**Technical Recruiter**

**2013 – 2015**

Help metro-area companies find and attract top-talent software engineers.

- Utilize LinkedIn and targeted Boolean Search Strings to find potential candidates that fit detailed job requirements for local software companies.
- Conduct cold outreach with potential candidates and pitch new opportunities they are highly qualified for based on our research.
- Develop relationships with candidates, note their employment desires/concerns, address and follow-up regularly.
- Track and record every interaction in our database of 20,000+ candidates so the latest updates with their skills are always current (and so outreach by our team doesn't overlap).
- Monitor multiple Applicant Tracking Systems (ATS); Screen and filter incoming resumes for high-quality candidates.
- Conduct interviews with potential candidates for client fit, then advance only the best to our clients and guide our candidates through multiple interview stages, offer acceptance/negotiations, and start date.
- Post new openings from clients on hiring platforms including Indeed, SimplyHired, ZipRecruiter, Monster, and others.

## EDUCATION & RECOMMENDATIONS

### **Maharishi International University | Fairfield, IA**

BA, Media & Communications – 2011

*Started taking on digital marketing clients while in school and have continued ever since.*

### **Snippets of Verified LinkedIn Recommendations:**

Amy Van Beek, VP & Co-Founder at Ideal Energy:

*"Leon was instrumental in helping our solar company put systems in place which have allowed us to maintain an aggressive growth curve over the past several years."*

Tracy Sigler, COO at CheatSheet.com:

*"Leon is a complete pleasure to work with. He is an innovator with the drive and insights required to understand our clients' needs, and then develop and deliver successful marketing programs."*

Renee Owen, Executive Director at Rainbow Community School:

*"We love Leon! He's wonderful to work with and helped us set up online campaigns that brought in a ton of new revenue for the school."*

Andrea Desky, Creative Director at Call to Action Media:

*"I've actually hired Leon multiple times to help with our own clients because we could always count on him to do great work."*

Jeremy Humke, Microsoft Systems Engineer Consultant:

*"Leon, is one of the most responsive recruiters in the business. He advocates for you better than anyone I've met in my 13 years in Technology."*

Dan Gates, Senior Systems Engineer at Tastefully Simple:

*"Leon really went to bat for me and was able to express the value in the position that made the change possible."*

Amanda Crisp, Senior Infrastructure Engineer - Data Platforms at General Mills:

*"Leon was straight forward and professional. It took only a few weeks to fit me with the perfect job, and with a team that is perfect for me personality-wise."*

**View all verified recommendations  
and 30+ skill endorsements here:**

[www.linkedin.com / in / leonrocks](http://www.linkedin.com/in/leonrocks)