

Herbert “Herby” A. Agnew II

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PROFESSIONAL EXPERIENCE

Internal Communications & Marketing Manager

Sep. '14 – Present

Georgia Association of Educators, Atlanta, GA

- Manage all communications and marketing initiatives
- Serve as editor and ad sales manager for KNOW Magazine (a print and digital publication)
- Manage all GAE social media pages and social strategy to engage current and potential members
- Manage the GAE brand and ensure the organization’s digital impression is congruent with overall intended messaging
- Write a daily digital news letter for education stakeholders regarding the Georgia legislative session
- Serve as the organization’s chief copywriter and editor for publications
- Key Achievements:
 - Launched GAE’s first social media political campaign which reached over 72K potential voters and garnered significant web traffic
 - Implemented a strategic social growth plan and digital/social media promotion strategy (including Facebook ads), resulting in over 45% increase in Facebook page likes and a 25% increase in Twitter followers
 - Recruited two new advertisers for the KNOW magazine and increased overall revenue by 50%

Social Media Strategist / Programming & News Specialist (Contracted)

May '12 – Sep. '14

CNN (Turner Broadcasting Systems), Atlanta, GA

- Manage social media pages and outlets through strategic moderation and analytics to aid overall customer service and viewer experience for CNN’s *Erin Burnett OutFront*, *Fareed Zakaria GPS*, *The Situation Room*, *CNN Student News*, *CNNMoney.com*, *Anderson Cooper 360*, *New Day*, HLN’s *Jane Velez-Mitchell*, and *CNN International*
- Engage and interact with viewers by responding to inquiries and comments with an eye on superior customer service
- Initiate and conduct research of viewer engagement and feedback to discern trends
- Compile worldwide social media trend reports to identify popular stories and content for CNN and HLN’s editorial divisions
- Key Achievements:
 - Launched and moderated *CNNMoney*’s first live Facebook chat; delivered a 250% increase in participation for *CNNMoney*’s second live Facebook chat
 - Conducted a department-wide training to encourage best practices for developing and engaging social media followership
 - Developed a new organizational system for the CNN/HLN anchor priority mail to enhance efficiency and ensure timely delivery
 - Published and moderated political content for CNN’s social media initiatives during the 2012 Democratic National Convention, 2012 Republican National Convention and 2012 Presidential Election
 - Implemented and managed a digital/social media promotion strategy resulting in nearly 100,000 new followers

Director of Alumni Relations

Aug. '07 – Nov. '11

Associate Director of Alumni Relations

Mar. '06 – Aug. '07

Georgia College & State University, Milledgeville, GA

- Developed the first social networking presence for the University on multiple sites and implemented initial guidelines and best practices
- Managed all alumni targeted social media platforms to engage constituents, increase brand and event awareness, and encourage fundraising
- Developed a strategy for systemic community growth and followership
- Led alumni programming as the chief operating officer for the Georgia College Alumni Association
- Recruited and managed part-time/temporary staff and volunteers to achieve desired outcomes of overall alumni programming
- Negotiated terms for all agreements between agencies and the Alumni Association
- Successfully administered a budget and delivered a significant surplus at the close of each fiscal year
- Key Achievements:
 - Increased 2011 Alumni Weekend registration by 160% using a social media marketing strategy
 - Generated over 2,000 new Facebook followers within the first 3 months of group launch
 - Developed, implemented, and marketed the first Student Giving Campaign (exceeded participation goal by 10%)
 - Exceeded annual revenue projections every year

Special Projects Manager/Interim Director

Dec. '04 – July '05

Milledgeville MainStreet/Downtown Development Authority, Milledgeville, GA

- Organized and managed all part-time and volunteer workers
- Improved working relationships between MainStreet and city officials, state agencies, merchants, volunteers and various MainStreet supporters

EDUCATION

Bachelor of Business Administration Degree: International Business

Georgia College & State University, Milledgeville, GA

Minor: Rhetoric

Honors: Most Outstanding International Business Major; Martha Sibley Leadership Scholarship; Hope Scholarship

Dec. '04

LANGUAGE SKILLS

German: Fluent

COMPUTER SKILLS

Windows	Mozilla Firefox	LinkedIn	Spredfast
MS Office (<i>Word, PowerPoint, Excel, Publisher, etc.</i>)	Safari	Instagram	Hootsuite
Adobe	Facebook	Google+	SocialOomph
Internet Explorer	Twitter	YouTube	
	Pinterest	WordPress	

PROFESSIONAL AFFILIATIONS & COMMUNITY SERVICE

Social Media Instructor for the National 4-H

Omicron Delta Kappa (Leadership Honorary Society)

Delta Sigma Pi (Business Fraternity)

Etiquette Instructor and Role Model for AIM (Academic Initiative for Minority Males)

Interview Coach for Milledgeville-Baldwin County Jr. Miss

Steering Committee Chair for Young Professionals of Milledgeville-Baldwin County