

AJ SURRELL

PROFILE

- Results-driven content strategist with expertise in communications and digital storytelling
- Passionate about creating impactful content that drives engagement and growth
- Culturally sensitive and adaptive to optimize both online and in-person communications

EXPERIENCE

Director of Content Strategy 2024-Present Lindenwood University

- Oversaw the social media specialist and SEO content specialist and their respective goals and objectives.
- Developed copy and managed content for email nurturing streams, print pieces, and web pages.
- Managed the admissions customer relationship management (CRM) system on behalf of the Marketing team; developed, optimized, and sent content through CRM system.
- Monitored all University digital marketing channels, including social media and paid advertising, for appropriate content and branding, optimizing as needed.
- Collaborated with internal teams tasked with key projects, including digital and project management support and branding initiatives for special events and programmatic initiatives

Social Media Specialist 2022-2024 Lindenwood University

- Developed and executed a comprehensive global social media strategy for 100K+ followers across Instagram, Facebook, Twitter, LinkedIn, and TikTok.
- Increased social media engagement by 112% through targeted content, social listening, and data-driven decisions.
- Developed detailed analytics reporting processes and revised monthly social media plans to optimize results and capitalize on consumer trends
- Designed engaging graphics and video content to strengthen brand identity and drive brand awareness, ensuring alignment with strategic marketing initiatives and goals.
- Collaborated with key stakeholders, including students and faculty, to enhance digital presence and amplify university initiatives, supporting enrollment and brand recognition goals.

Account Coordinator 2021-2022 Fierce Creative Agency

- Managed client communications and project coordination across various industries, ensuring alignment between client goals and creative output.
- Wrote and edited copy for social media, web content, and blog posts to effectively communicate brand stories and engage audiences.
- Increased client digital presence by 115% through strategic content planning, execution, and social media management.



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EDUCATION

LINDENWOOD UNIVERSITY

Masters in Business Administration- Marketing Emphasis

May 2025 graduate

BA Advertising and Strategic Communications

Minors: Theatre and Social Media and
Digital Content Creation
December 2020

OPPORTUNITIES

Lindenwood Staff Council Chair 2024

Miss Missouri Volunteer 2024

Missouri State Representative for the
Salvation Army 2024

Google Analytics Certified

Adobe Certified Photoshop Designer

AdClub STL Young Professionals Night
Keynote Speaker

SKILLS

- Strategic Communication
- Social Media Strategy & Analytics
- Copywriting
- Content Creation
- Project Management & Event Planning
- Leadership & Team Collaboration
- Digital Media Design (Photoshop, Canva)
- Photography (Portrait & Sports)
- Community Engagement & Brand Storytelling