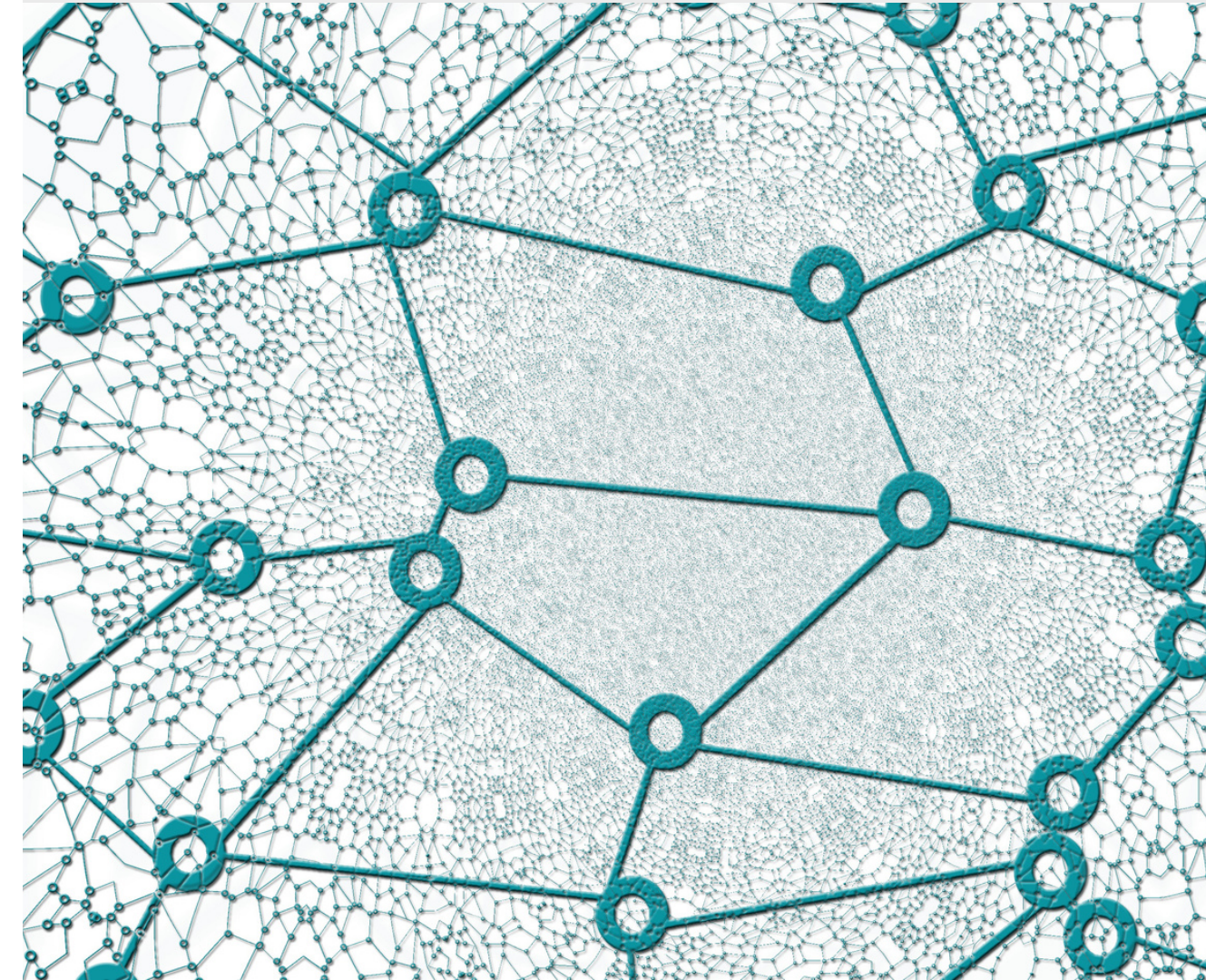


DIGITAL MARKETER AND
SOCIAL MEDIA
SPECIALIST

Corey Haynes

2021





Hi,

Nice to meet you!

I've been working with social media clients since 2019, doing it all from writing copy to creating graphics, to paid advertising campaigns, and more.

A LITTLE BIT MORE IN DEPTH

I've managed and oversaw engagement for social media communities of 10K on Instagram, 2.5K on Facebook, and 1K on Twitter. Using data and analytics, I create social campaigns for my clients, strategize for best use of paid advertisement, write SEO copy for websites and blogs, create hashtag strategies, and educate clients on best social media management practices.



Client Work #1

Political Social Justice Non-profit



Increased Instagram followers by 297%



Increased Twitter followers by 247%



Increased Facebook page followers by 245%

Content creation (copy and graphic) 5x per week across social platforms.

Community engagement and management (with a community management plan)

Social media strategy created as needed to reflect constantly changing political climate.

Through community engagement via social media, successfully convinced local government leaders to our client's cause.

Through active social media platforms, successfully convinced state leaders to pass legislation for our client's cause.

Through paid advertisements, reached communities across the country to join forces with our client.

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GRAPHICS
Political Social Justice Non-profit

TEXAS NEEDS FULL PROTECTION FROM HIGH-LEVEL NUCLEAR WASTE

USE YOUR VOICE

CONTACT TEXAS SENATORS

...d be amended before votes on it in the near future.

20%
OF ANDREWS JOB MARKET "DIVERSIFICATION"

Client Work #2

Arts Non-profit

Content creation (copy and graphic)
3x per week across social platforms.

Community engagement and
management (with a community
management plan)

Website copy updated as needed.

Create and schedule weekly
email newsletters covering
upcoming events,
fundraising opportunities,
and local artist celebrations.

Photographed events,
portraits, and maintained
image catalog. Used photos
for social media, press
releases, and newsletters.

Artist Retreat



nurture your inner artist

march 13-15



GRAPHICS

Arts Non-profit

AMOC ARTIST RESIDENCIES 2021



APPLY TODAY



Client Work #3

Local Authority Website

Write copy for paid advertisements.

Community engagement and management, created social media strategy.

Write blog copy using SEO best practices and keyword research.

Content creation (copy and graphic) for sponsored social media posts.

Write sponsored blog copy.

Edit and work with team on app creation.

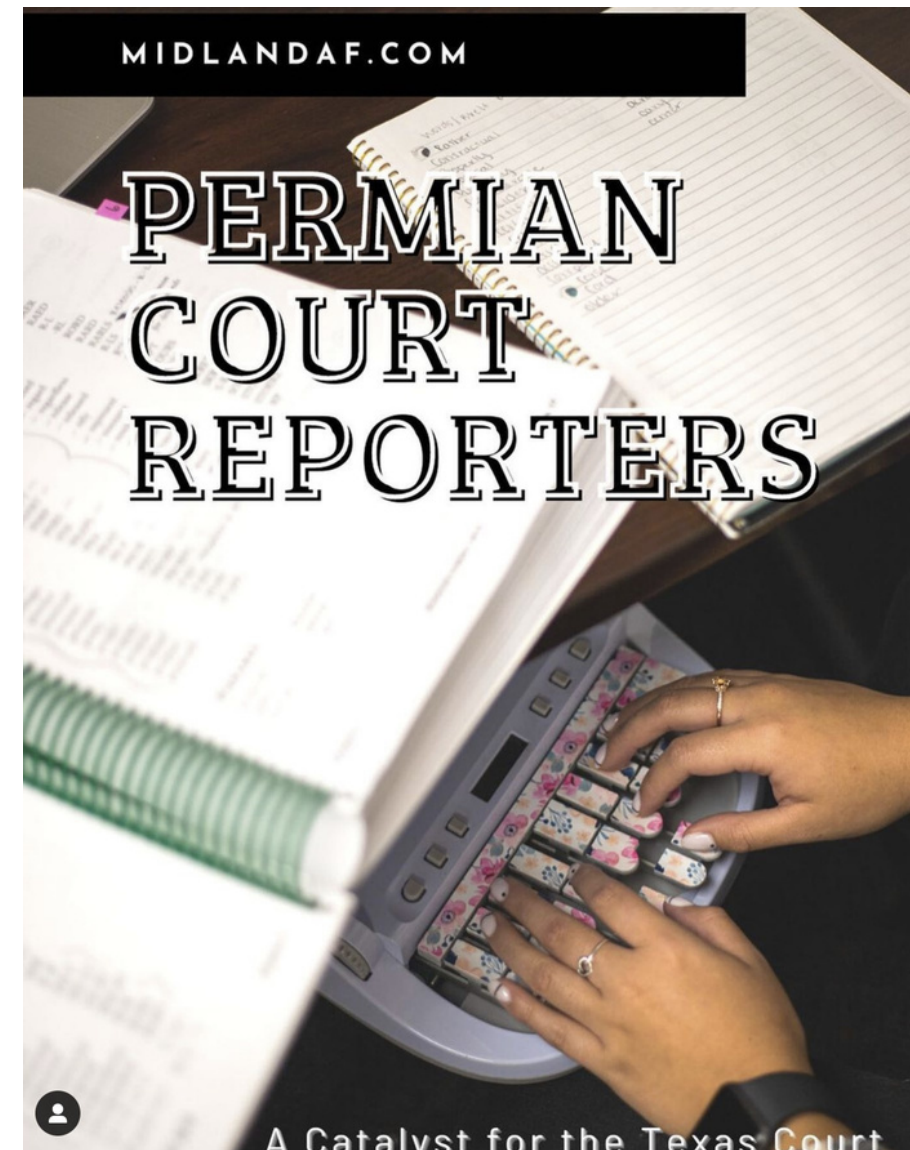
Create weekly email newsletters.

Conduct outreach to local businesses for blog posts, social posts, and event planning.

Photograph on-site, edit, and catalog images.

COPY

Local Authority Website



midlandtxaf • Follow
Paid partnership with permiancourtreporters
Permian Court Reporters

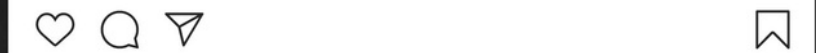
midlandtxaf Looking for a new career with convenient training right here in Midland that doesn't require a degree? Check out the link in bio for more information on this in-demand career with highlights below.

@permiancourtreporters has teamed up with @mkacademycr to create job opportunities in the field of court reporting.

- ✘ In-demand industry
- ✘ 60K starting salary
- ✘ Set your own schedule
- ✘ No college degree required
- ✘ Texas has the 5th highest employment rate of court reporters

As an added bonus, those who graduate from this Academy are guaranteed a job with Permian Court Reporters or a reference for another office in Texas.

Read up on the Midland family business, with its history dating back to the 70s with an Army veteran trying to bridge the gap between civilian life and military life and the grandson who returned to manage the business in 2018, making Permian Court Reporters a story of family and full-circle connection.



99 likes

MAY 12

Add a comment...

Post

midlandtxaf • Follow
Midland, Texas

midlandtxaf The final submissions are here for the inaugural #MidlandAF Community T-shirt Design Competition and we're so excited to share them with you! Link in bio to vote for your favorite.

- ✘ Voting ends on Sunday, April 18th at 11:59 PM
- ✘ 3 winning designs announced Monday, April 19th
- ✘ Pre-order will be available on Monday, April 19th-Thursday, April 23rd
- ✘ 1st, 2nd, and 3rd place will be decided by pre-orders
- ✘ T-Shirts will be ready for pick-up at our drop party event

Join us in the sculpture garden of the @artscouncilofmidland to celebrate on May 7th from 7PM-10PM with cocktails brought to you by @the_blue_door_, delicious food, music, and mingling with the #midlandafcommunity. Link to buy tickets, also in bio.

#midlandtx #midlandaf #midlandafcommunity #midlandafevents #permianbasin #westtexas #designcompetition #tallcity #wtx #westtexasart #midlandtxart #oilfieldlife

29w



Liked by livlenmedia and 182 others

APRIL 15

Add a comment...

Post

COMMUNITY
T-SHIRT DESIGN
DROP
PARTY 5/7

VOTE BY 4/18

FLIP THROUGH
TO SEE ALL
12 SUBMISSIONS.

LINK IN BIO TO
VOTE!

Permian Court Reporters: a Catalyst for the Texas Court Reporting Industry

West Texas is well known for its oil and gas industry. But what if that isn't your calling? And what if you missed your chance to go to college or you're a high school student looking for an avenue for success other than a four-year degree? You might not have heard of the necessary and growing industry of court reporting. *Forbes* named court reporting [one of the best jobs that don't require a university degree](#). Data from the government states that the [average court reporter salary](#) is anywhere from 60-75K in Texas. Texas also has the fifth-highest employment of court reporters in the country.

Luckily for Midlandlers, a family-owned business, [Permian Court Reporters](#), has teamed up with [Mark Kislingbury Academy of Court Reporting](#) to provide a unique opportunity for West Texans to enter into this line of work.

What is Court Reporting?

Court reporting focuses on creating exact transcriptions of the spoken word during legal proceedings. Court reporters sometimes work for states or governments but also can be employed with private firms such as Permian Court Reporters. Transcripts created by court reporters become the official record of legal proceedings and are used by judges and juries when making decisions on court cases. [Subsection 52.021\(f\)](#) of the Texas legal code states *that all depositions conducted in this state must be recorded by a certified shorthand reporter*. What this means is that this field of work is in constant demand.

Court reporters in Texas hold a certificate that is issued by the Judicial Branch of Certification Commission. You must pass a proficiency exam in order to hold a court [reporters](#) certification, pass a background check, and have a high school diploma or GED. It will most likely take two

Local Authority Website:
Sponsored Blog Post Example

years of coursework through the Mark Kislingbury program in order to gain a complete understanding of court reporting.

History of Permian Court Reporters

The history of Permian Court Reporters started several decades ago in a military courtroom. J.R. (Susan Lilly's father) learned written shorthand while enlisted in the U.S. Army. Unfortunately, he did not continue working as a court reporter when he was discharged. Throughout most of his adult life, he regretted that decision, and in the early 1980s, he went back to school to learn the stenograph machine. As much as he tried, J.R. could not make the shift from written shorthand to machine shorthand and he went into a different industry.

However, during his stint of court reporting school, a dream was born in his daughter's heart. In high school, she made an easy decision: she wanted to be a court reporter and "Live her Daddy's dream". Just because J.R. hadn't been able to follow his passion, Susan knew she would walk in his footsteps. She trained, became certified, and began working in Houston in 1988.

In 1990, the Lancasters, who owned Permian in Midland at that time, offered her a job, allowing her to move back to her hometown. It was an easy decision for the Lilly couple to relocate back to West Texas. The Lancasters offered Joe a position as a videographer at Permian and Joe jumped at the chance to work alongside his wife Susan on a daily basis. The Lillys were now both involved in the court reporting industry.

After about a decade, the Lillys left Permian and started their own firm, Lilly Court Reporting Services. They worked with clients in New Mexico and Texas and built up their firm, eventually hiring other court reporters to keep up with demand. That was the turning point for the Lillys. They needed their own office space. Up until this point, they were working out of their home, with their sons helping where they could after school.

One thing led to another and the Lillys were able to purchase Permian Court Reporters, thereby getting the office space they needed. What had once been their place of employment was now their own. The 2012 closing date for the business happened to be the Lilly's wedding anniversary. They couldn't have celebrated with a better gift to themselves.

Collaboration with Kislingbury Academy

In 2018, Susan and Joe's son Brandon joined the family business. After attending business school at Texas Tech University and working in a different field for a while, he realized that his parents' company was the right fit for him. Brandon understands that business is about relationships with employees, coworkers, and the community you build through your work. At Permian, the Lillys treat everyone in the office with respect and appreciation. The business expertise he gained at Texas Tech allowed Permian to operate more efficiently and adapt to new technology.

In addition to creating a state-of-the-art legal video department (one of only two firms in Texas who offer such services), Brandon knew that introducing a court reporting school in West Texas was the next step for success in the industry. In 2019 Brandon and Susan flew to Houston to meet with the [Mark Kislingbury Academy of Court Reporting](#) director. Mark Kislingbury and his director loved the idea of opening a school in Midland, and that year, the Lillys welcomed the first round of students into their office building.

The goal of this collaboration is simple: Train locals in the industry while exposing them to job opportunities upon graduation. If West Texans want to train under the Mark Kislingbury Academy of Court Reporting, they won't have to move to Houston to do so; Mr. Kislingbury meets with students virtually. Most importantly, students, upon graduation, will be ready to enter [the workforce](#) confident in their abilities in this profession.

Future of Permian Court Reporters and Court Reporting in Texas

The Lillys are passionate about court reporting and changing the trajectory of the field. Permian Court Reporters hold themselves to a high standard and are working to train up new reporters who hold their same values. A court reporter must act beyond being a preserver of the record. Acting in a fast, friendly, and fair manner will secure the future of court reporting and will give everyone in the legal field a greater appreciation of the value of the reporter's record.

If you've been looking for a new line of work, or you're a high school graduate and not sure what career to enter, this is an amazing opportunity provided by Permian Court Reporters. You can train from their Midland offices for the entirety of the program, guarantee yourself a job, a thorough education on stenography, and work for a company that legitimately cares about their employees.

Woodhouse Day Spa

If you've been looking for a truly restorative spa experience here in Midland, [Woodhouse Day Spa](#) may be exactly what you need in your life.

Located in the Cornerstone Shopping Center off of Loop 250 and Midland Drive, Woodhouse Day Spa is a locally-owned, full-service day spa in Midland that is focused on providing a transformative experience for their guests. We visited them recently, and the tranquil environment and quality of services sets them apart from other spas in the Tall City. From the moment you enter the door, the amazing staff makes this the answer to all of our 2020 woes.

Here's the scoop on all things Woodhouse Day Spa:

Hosting their grand opening in 2015, Woodhouse Day Spa offers a holistic approach to wellness and beauty. Their range of services include massage therapy, skin care, waxing, sleep, body, hand, and foot treatments. If you're in want of a package for yourself or a gift for your best friend, the Woodhouse Spas Signature Services are available. Thankfully, gift cards are available for purchase so you don't have to choose a specific spa service for your loved one. They can pick from over 70 luxurious treatments. (*Hint: to any husbands who have read this far [a gift card would make the perfect Christmas present](#) for your lovely, hard working wife).*

The Ambiance

From the outside, you'd never guess that this 5000 square foot oasis even existed. You're greeted by a calm environment, a huge selection of skin care, and gift items for anyone on your Christmas list.

This is an entirely different experience than most modern day spas. Sure, its exclusive product lines and extensive spa treatments are luxurious, but this locally owned spa isn't focused on making wellness exclusive nor inundating you with HGTV during your treatment. They want their clients to focus on whole body health. Instead of equating "spa" to an indulgent treat or a once-a-year splurge, it's easy to see how clients can incorporate Woodhouse's treatments into their regular routine.

What struck us most as we moved about the space was the quietness, the relaxing ambiance, and the therapeutic environment. Imagine a cozy, dimly-lit pedicure spot to go to with your best friends each month instead of the overstimulating, nearby nail place: loud voices, loud conversations from nearby strangers, chemical smells, etc. Woodhouse Day Spa is truly an oasis in the West Texas desert.

The Experience

After checking in, you're provided with sandals, a cozy robe, and a locker to safeguard your personal items.

Moving to the "Quiet Room" where you await your first (or next treatment), you can choose from any number of intimate seating areas to await your appointment over a cup of organic tea. Their organic line of teas will keep your body hydrated and continue on with their mission of holistic health. (You can also BYOB if that's more your style.) In addition to their selection of delicious teas, there are snacks and bakery items from Press Cafe available for you to enjoy. This area is the heart of the facility and is reason enough to arrive (very) early for your services. Wait in peace for your treatment to begin.

On to the treatment room, every treatment begins with breathing in their signature essential oil blend "Serene" (chamomile, lavender, and sage) which induces a deep relaxation. Treatments close with this as well so that your experience is bookended by this gorgeous scent.

For our visit, we enjoyed a 50 minute Collagen facial followed by a deep tissue massage. Both service providers were keen to our goals of the service and expertly move through the treatment while assuring our utmost comfort and relaxation.

Services Offered

With over 70 treatment options, every woman (and man!) will find something to enrich their week. We suggest looking into one of their facials that focus on hydrating the skin. West Texas dryness can be hard on our bodies, especially during winter months. Regardless of what you go with, Woodhouse Day Spa wants you to take time for yourself. Here are a sampling of their treatments:

- Face treatments:
 - Hydrafacials (a popular choice in our dry climate)
 - Firming facials
 - microdermabrasion
 - Refining acne facials
 - And SO many more
- Body Treatments:
 - Various Wraps
 - Exfoliation treatments
- Massage Therapy:
 - Stone Massages
 - Four Handed Massages

- Deep Tissue Massages
- Plus More!
- Hand and Foot Treatments
 - Manicures - natural nails only room for 6 people 10 ft apart from others
 - Pedicures
- Sleep Treatments
 - Massages that induce relaxation
- Waxing
 - Face
 - Body

Whatever treatment you receive, whether it's the "Tula", a quick mani-pedi, or the 80 minute "Organic Seaweed Leaf Wrap", the staff will ensure that your spa experience is peaceful and restorative. Your wellbeing is a combination of self-care and health, and Woodhouse Day Spa created their menu of services with this in mind. Everything they offer will improve your body's stressed out state.

Products for Purchase

Before leaving, be sure to take some time to browse the beauty and bath products that Woodhouse Day Spa offers in their entry space. From Jane Iredale makeup products (a clean and cruelty-free line), to Sonoma Lavender neck pillows, to their coveted VOYA skincare products (certified organic, hand-harvested seaweed based line of skincare products), you will find something to gift yourself or a loved one.

Some of the available product lines include:

- [VOYA](#) (exclusive to Woodhouse)
- [Skinceuticals](#)
- [FarmHouse Fresh](#)
- [Sonoma Lavender](#)
- [Jane Iredale Makeup](#)

Because they offer such an array of products and services, if you aren't sure which package to purchase, buy your loved one a gift card this holiday season. It's the perfect present because your purchase not only supports a locally owned business, you'll also find that no one will be complaining when they receive a gift card to Woodhouse Day Spa!

Local Authority Website:
Sponsored Blog Post Example #2

HubSpot Academy

MARKETING
Inbound Marketing

✓ Completed [View certification](#)

MARKETING
How to Build an Advanced
Twitter Strategy

✓ Completed

MARKETING
How to Strategize and Plan
Your Paid Media
Campaigns

✓ Completed

MARKETING
Setting the Foundation for
Digital Advertising
Strategy

✓ Completed

MARKETING
Analyzing Your Instagram
Ads

✓ Completed

MARKETING
The Key to Lead
Generation on Twitter

✓ Completed

MARKETING
Your Ticket to Twitter
Content that Attracts,
Engages, and Delights

✓ Completed

MARKETING
The Power of Networking
and Engagement

✓ Completed

MARKETING
Building and Growing Your
Twitter Audience

✓ Completed

MARKETING
Getting Started With
Journey-Based Advertising

✓ Completed

MARKETING
Creating Topic Clusters
and Pillar Pages

✓ Completed

MARKETING
Planning a Long-Term
Content Strategy

✓ Completed

In addition to on the job training and years of experience, I also ensure that I stay up to date on professional development hours.

My expertise is in research,
copywriting, data collection and
analysis, and social media strategy.

*If you're looking for an professional creative who is also an analytical
thinker, you've found her.*

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