

Chuck Carroll

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I'm a digital marketing professional with a strong background in mobile and wireless. With over 4 years of social media management and 6 years of overall digital marketing experience, I've helped develop social strategy and been the voice of major global brands including HTC, Qualcomm, Google, and Mattel. I also have more than 8 years of combined experience in various aspects of the mobile and wireless space including digital marketing, sales, service & repair, and wireless site acquisition.

Social Media Community Manager

Swift Agency | Remote | March 2021 - Present | Client: *Qualcomm*

- Building a digital community around a passion for the Snapdragon brand and technology by engaging with users on Reddit, Twitter, and Instagram with the goal of driving follows, engagement, and email signups.
- Gathering insights on community trends which guides campaign and overall digital strategy
- Working with influencers to push brand message to a wider audience, increase brand's overall relevance, and drive up performance metrics.
- Launching social media campaigns around new product launches

Project Coordinator (Wireless Site Acquisition)

Black Rock Consulting & Development | Remote | April 2018 - March 2021 | Client: *Verizon Wireless*

- Identify ideal properties for the installation, modification or new construction of wireless communications facilities including 5G small cells, smart poles, and cell towers
- Provide clients site acquisition services including assistance with building, planning, leasing, and regulatory for the purpose of deploying new cell sites.
- Maintain projects and deployment schedules via client's tracking platform, ensuring project deliverables and deadlines
- Work with local jurisdictions for zoning and building permit approvals, and filing formal submittals

Data Analyst

Swift Agency | Portland, OR | February 2016 - December 2017 | Clients: *Nestle, Google, HTC*

- Outline goals and develop KPIs that track content performance and ultimately demonstrate the channel's impact to higher level business objectives
- Analyze and interpret data from native social media platforms, Google Analytics, Crimson Hexagon, Sysomos, and others to guide future creative and drive client business strategies
- Present measurement reports consisting of visualizations and quantitative insights to both internal and external teams that tell a meaningful story
- Coordinate and integrate qualitative metrics to provide a 360 degree view of content performance

Social Media Community Manager

Swift Agency | Portland, OR / Remote | January 2014 - December 2017 | Clients: *HTC, Google, Mattel*

- Engage consumers on social media platforms and keep a pulse on community trends
- Experienced with social campaign launches, responding to a high volume posts from users, and proactively creating quality positive engagements
- Created daily reports with insights about community which contributed to strategy for social campaigns
- Managed multiple brands social accounts including HTC, Google, and Mattel and monitored all social chatter.

Wireless Consultant

Arch Telecom (Sprint Preferred Retailer) | Portland, OR | February 2013 - January 2014

- Provided support for new handsets and helped customers understand their new device, service plan, and bill
- Assist customers with new activations, upgrading equipment, and applying service changes to their accounts
- Meet and exceed monthly and daily sales quotas and consistently achieving positive results by always looking for new sales opportunities such as consumer and B2B sales

Education Background

- Bachelor of Science
Major: Psychology & Sociology
Minor: Philosophy
Portland State University
September 2009 - December 2012
- Associate of Arts
Major: Oregon Transfer Degree
Portland Community College
September 2006 - August 2009