

Craig Chamberlain, Consultant

**Experience
on Demand**



Craig, recent graduate of Southern Illinois University Edwardsville with a BS in Business Administration specializing in Marketing. He operates on the leading edge of social media helping companies grow their market share and communicate with customers.

Craig has a unique talent of extending client ideas and brands into the marketplace through social networking sites and many other forms of electronic communication.

Areas of Expertise: **Social Media**

Branding Integration

Online Reputation Management

Social Media Consultant:

Professional Experience:

Education:

Integrates social media into overall marketing communications plans

- Leverages his knowledge of social media components to create an extension of the client's branding strategy.
- Increases brand awareness through a dedicated approach to social media development.
- Offers clients creative strategic ideas to maximize effectiveness of electronic marketing.

Incorporates client ideas to develop custom social media strategies

- Works with clients to tailor social media plans to their needs.
- Creates an open communication environment.
- Ensures consistency of client branding throughout all electronic channels.

Prevention and repair of online reputation damage

- Consistently monitors search engine results to discover negative mentions.
- Responds to negative mentions in a timely, professional manner to repair negative reputation.
- Strengthens or repairs relationships with customers.

- Has created total social media plans.
- Has studied and understands the social media environment.
- In-depth knowledge of the trends and needs of the electronic generation and how to leverage social media to meet those needs.

Organization

- Experience on Demand
- Monsanto

Title

Consultant
Physiology Intern with Intrinsic Yield Team

Southern Illinois University Edwardsville - BS Business Administration
Marketing Specialization