# Devon Ortiz

## Social Media Assistant

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## Summary

Social media assistant with 1.5 years of agency experience supporting 6 client accounts at a Columbus PR firm, after 18 months of front-office work that included a dental group's Facebook page. Schedules posts in Hootsuite, drafts captions, builds Canva graphics and compiles monthly reports in Excel. Keeps many deadlines on track through strong organizational skills.

## Experience

### Social Media Assistant

Harmon & Vale Communications — Columbus, OH — 03/2025 - Present

Public relations agency serving regional healthcare, food and real estate clients.

- Publish 60+ posts a month across Instagram, Facebook and LinkedIn for 6 clients using Hootsuite.
- Draft first-pass captions and hashtags for account managers, with 90% approved in the first round.
- Produce Canva graphics and story templates from client brand kits, cutting designer requests by **30%**.
- Compile monthly Excel reports on reach, engagement and follower growth for client review calls.

### Administrative Assistant

Scioto Valley Dental Partners — Columbus, OH — 08/2023 - 02/2025

Dental group with 3 offices and 22 staff.

- Managed the practice Facebook page and replied to online patient reviews for all 3 offices.
- Scheduled 70 patient appointments a day and confirmed visits by phone and text.
- Prepared letters in Word and recall lists in Excel, building Microsoft Office templates for the front desk.
- Reduced patient no-shows **12%** by adding a second text reminder the day before each visit.

## Education

### Bachelor of Arts

Ohio University

Communication Studies

Athens, OH

05/2023

## Skills

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| Social Media Management Tools | — | Hootsuite | — | Instagram | — | Facebook | |
| LinkedIn | — | Canva | — | Excel | — | Microsoft Office | |
| Word | — | Organizational Skills | | | | | |

## Certificates

### Hootsuite Platform Certification

Hootsuite Academy

06/2025