
DeEtte Decker

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PROFILE

Results oriented communication professional with keen understanding of social media strategy and management, content development, customer engagement, and community building strategies.

SKILLS

- Communication Strategy
- Social Media Strategy
- Content Development
- Website Development
- Analytics
- Brand Strategy

PROFESSIONAL EXPERIENCE

Social Media Management

- Identified social media opportunities and developed actionable plan for execution resulting in 65% growth of Facebook followers and an average engagement increase of 53%
- Analyzed social media engagement and developed strategies for growing and leveraging social media follower base using video, promotions, polls, contests, and surveys

Strategic Planning & Campaigns

- Collaborated with key stakeholders in the development and production of visual content
- Assessed communication needs resulting in the development comprehensive communication strategy utilizing customized print materials, e-newsletters, social media, and website content
- Provided strategic and tactical guidance to a team of five for all social media channels along with organization website and email campaigns
- Designed regular communication content to market events and outreach using social media, email campaigns, print, and digital media
- Launched organization's first email marketing campaign focused on client needs resulting in increase of subscriber base by 242%

Content Development

- Drove 200% increase in web traffic for one employer through integrated digital campaigns
- Shot and edited videos to create high quality and engaging video content while saving thousands of dollars per year in production costs
- Designed and created content for managed website
- Led transition and implementation of new website design and content curation
- Coordinated live streaming events broadcast and post-production content for use across media channels

Leadership & Training

- Conduct training seminars and workshops to equip others in communication, digital, and social media strategy

Public Relations

- Created and distributed press releases to news media outlets
- Coordinated with reporters, local officials, and key stakeholders
- Served as the point of contact for print, television, and partner organizations

WORK HISTORY

Presbyterian Church (USA), Louisville, KY

JULY 2021 - PRESENT

Decker Consulting, Louisville, KY

MARCH 2020 - PRESENT

Beargrass Christian Church (DOC), Louisville, KY

JANUARY 2019 - JULY 2021

St. Mark's United Church of Christ, New Albany, IN

JULY 2017 - DECEMBER 2018

Knox Presbyterian Church, Cincinnati, OH

JULY 2015 - JULY 2017

Highland Baptist Church, Louisville, KY

SEPTEMBER 2014 - JUNE 2015

Revolution Church, Louisville, KY

SEPTEMBER 2011 - DECEMBER 2012

EDUCATION

Louisville Presbyterian Theological Seminary, Louisville, KY

Master of Divinity

DECEMBER 2015

University of Louisville, Louisville, KY

Bachelor of Arts, Communication

AUGUST 2010

MILITARY EXPERIENCE

United States Air Force

Air Surveillance Technician

1995 - 1998

- Air Force Achievement Medal
- Aerial Achievement Medal

CERTIFICATIONS/MEMBERSHIP

- Certified Facebook Community Manager
- Religion Communicators Council Member