

# DUSTIN SOPER

/ dustinsoper.com  
/ dustin@dustinsoper.com  
/ @dustinsoper  
/ 618-780-2257

## Experience

Feb 2018-Present / Social Media Manager / **DOUBLETREE BY HILTON NASHVILLE DOWNTOWN** / Nashville, TN

- Create, curate, and manage all published content (images, video and written) to include press releases, media kits, advertising, and other marketing materials such as menus and publications, digital media, email blasts, radio ads, flyers, and in-room use and marketing pieces.
- Create client incentives to drive revenue into the hotel (trade shows, sales calls, social media, collateral, etc.)
- Assist in sales with Patio 315, Fourth & U, and Starbucks Café through marketing efforts (collateral, PUSH promotions, etc.)
- Ensures property maintains compliance on all websites and with brand standards
- Ensures that all Hilton required marketing campaigns are put in place properly and followed by team
- Assists all departments in creation of proposals, marketing pieces, trade shows, etc.
- Development of brand awareness and online presence

Jun 2017-Feb 2018 / Marketing Coordinator / **DOUBLETREE BY HILTON NASHVILLE DOWNTOWN** / Nashville, TN

- Create, curate, and manage all published content (images, video and written) to include press releases, media kits, advertising, and other marketing materials such as menus and publications, digital media, email blasts, radio ads, flyers, and in-room use and marketing pieces.
- Create client incentives to drive revenue into the hotel (trade shows, sales calls, social media, collateral, etc.)
- Assist in sales with Patio 315, Fourth & U, and Starbucks Café through marketing efforts (collateral, PUSH promotions, etc.)
- Ensures property maintains compliance on all websites and with brand standards
- Ensures that all Hilton required marketing campaigns are put in place properly and followed by team
- Assists all departments in creation of proposals, marketing pieces, trade shows, etc.
- Development of brand awareness and online presence

Jun 2016-Jun 2017 / Concierge/PBX Operator / **DOUBLETREE BY HILTON NASHVILLE DOWNTOWN** / Nashville, TN

- Assist guests with restaurant recommendations, show and attraction tickets
- Cultivate relationships with local businesses and attractions to obtain premium services and discounts for guests
- Assist Director of Sales and Marketing with Social Media initiatives on Twitter, Facebook and Instagram - to help build the hotel as one of the top places to stay in Nashville.
- Answer telephones and route calls to the correct departments
- Answer guests via telephone with getting issues resolved by Engineering, Housekeeping, Banquets, Room Service or the Front Desk
- Assist Director of Rooms with Special Projects to help make the Front Office and Housekeeping Departments run more smoothly and efficiently

Sep 1999-Present / Web/Graphic Designer/Photographer / **SELF** / Nashville, TN

- Designed various websites including OctaviaNasr.com, RufflinFeathersCards.com, StephanieLayne.com, SusieMcEntire.com, DebSilvaMusic.com, and JaredAllman.com
- Designed album packaging, advertising, marketing and press materials for Carol Channing's album *For Heaven's Sake*, Deborah Allen's *Hear Me Now* and *Rockin' Little Christmas* CDs and Stephanie Layne's *Stephanie Layne* and *Eclectic* EPs

Nov 2014-Nov 2015 / Digital Assistant / **SHANIA TWAIN** / Remote

- Promoted "Shania Kids Can" Charity/Interact with Fans via Facebook/Twitter
- Designed Historical Marketing Video to be shown at Fundraising Events
- Launched Successful Marketing Contest to Promote Fundraising Events

**May 2014-Oct 2015 / Lead Device Specialist, Customer Support / GRINDR / Remote**

- Answer Customer Support inquiries for Grindr Smart Phone App through Zendesk CRM Platform including general support, paid subscription and moderation support.
- Help develop and maintain internal agent Help Center for agents to get help with troubleshooting specific issues
- Prepare internal agent and external customer support materials for future versions of the app
- Cull Reports from Customer Inquiries and create JIRA tickets to send to NOC/Tech/Product/QA for resolution
- Follow up with NOC/Tech/Product/QA about resolution for those issues
- Train Customer Support Agents on the inner workings on Android and Apple Grindr platforms, as well as Customer Support Tools such as the internal Grindr Profile Admin Tool, Zendesk and JIRA/Confluence.
- Maintain internal Confluence wiki for Customer Support Team to keep the group apprised of current policies and procedures
- Maintain external self-service Help Center for customers to research about issues they are having

**Nov 2013-May 2014 / Customer Support Agent – Android/Apple Specialist / GRINDR / Remote**

- Answer Customer Support inquiries for Grindr Smart Phone App through Zendesk CRM Platform including general support, paid subscription and moderation support
- Answered Customer inquiries from Grindr Marketing and Support Facebook and Twitter Accounts
- Developed training materials and trained Customer Support Agents on the inner workings on Android and Apple platforms
- Re-designed and maintained internal Confluence wiki for Customer Support Team to keep the group apprised of current policies and procedures
- Compiled and Distributed Daily App Store Review Reports for Management and Product Teams

**Mar 2012-Nov 2013 / Customer Support Agent – Android Specialist / GRINDR / Remote**

- Answer Customer Support inquiries for Grindr Smart Phone App through Zendesk CRM Platform including general support, paid subscription and moderation support.
- Answered Customer inquiries from Grindr Marketing and Support Facebook and Twitter Accounts
- Developed training materials and trained Customer Support Agents on the inner workings on Android platform

**Dec 2011-Sep 2012 / Senior Customer Support Agent / BLENDR / Remote**

- Assisted Customer Support Agents with questions regarding how to handle specific inquiries from customers
- Answered Customer Support inquiries for Blendr Smart Phone App through Zendesk CRM Platform
- Answered Customer Inquiries from Blendr Marketing Facebook and Twitter Accounts

**Dec 2011-Mar 2012 / Senior Customer Support Agent / GRINDR / Remote**

- Compiled daily reports of Android, BlackBerry, and iOS customer feedback and app store ratings for key company stakeholders and executives.
- Assisted Customer Support Agents with questions regarding how to handle specific inquiries from customers
- Answered Customer Support inquiries for Grindr Smart Phone App through Zendesk CRM Platform
- Answered Customer inquiries from Grindr Marketing and Support Facebook and Twitter Accounts

**Oct 2004-Nov 2010 / Web Producer / REBA McENTIRE / Nashville, TN**

- Answered customer service inquiries sent in via Reba.com
- Re-designed and maintained official website for Reba McEntire at www.Reba.com
- Assisted in online launch of Reba brand websites for her clothing, shoe, bed, bath and luggage lines available at Dillard's stores across the country
- Utilized current Reba brand logo to create a logo for the Reba Luggage line
- Designed marketing materials for use in Dillard's customer and Reba's internal, fan club, and radio/publicity mailing lists to support her brand, music and television efforts
- Re-structured, designed and maintained features for Reba's official online Fan Club
- Re-designed and maintained website for Starstruck Studios at www.StarstruckStudios.com

**Sep 2006-Feb 2009 / Administrative/Marketing Assistant / THEGREATESCAPEONLINE.COM / Nashville, TN**

- Answered telephones and handled customer service inquiries from both the corporate website and eBay store
- Prepared items for posting on eBay, package items sold on eBay and complete customer service tasks
- Re-designed and maintained corporate website and integrated online store capabilities
- Re-designed corporate logo for use in official correspondence and marketing/advertising materials
- Designed corporate marketing materials for use during in-store events and outside advertising opportunities
- Photographed store locations and events for marketing purposes

## Education

August 1998-May 2001 / Office Technologies – Desktop Productions Option / **KASKASKIA COLLEGE** / Centralia, IL

August 1994-May 1998 / High School Diploma / **CENTRALIA HIGH SCHOOL** / Centralia, IL

## Recognition

2018 / Top Interactive Team Member / **HILTON SOCIAL MEDIA HUB** / Dallas, TX

2018 / Travel With Purpose Grant Winner / **HILTON CORPORATE RESPONSIBILITY** / McLean, VA

2005 / Sixth Place – Desktop Productions / **PHI BETA LAMBDA NATIONAL LEADERSHIP CONFERENCE** / Orlando, FL

2005 / First Place – Desktop Productions / **PHI BETA LAMBDA STATE LEADERSHIP CONFERENCE** / Springfield, IL

2001 / Third Place – Computer Applications / **PHI BETA LAMBDA NATIONAL LEADERSHIP CONFERENCE** / Orlando, FL

2001 / First Place – Computer Applications / **PHI BETA LAMBDA STATE LEADERSHIP CONFERENCE** / Springfield, IL

## Memberships

2016-Present / **MUSIC CITY CONCIERGE ASSOCIATION** / Nashville, TN

2005-Present / **FUTURE BUSINESS LEADERS OF AMERICA – PHI BETA LAMBDA PROFESSIONAL DIVISION** / Reston, VA