

# Shavawn Ragsdale

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## What I will bring to your organization:

A 7 year of motivated and results-driven consultant seeking a position within your organization as a Digital Media Consultant, Project Manager or Communications Manager. Offering a strong foundation in business strategy, data analysis, and project management, with experience in recruitment. A proven ability to drive efficiency, deliver successful outcomes and collaborate within cross-functional teams.

## Experience

### **DIGITAL MARKETING CREATIVE STRATEGIST | CROWNS OF WISDOM CREATIVE | APRIL 2019 – PRESENT**

- Develop strategies and implemented a streamlined process as a freelancer for each client. Using advanced critical thinking and problem-solving skills to produce compelling content that persuades and communicates.
- Including narrative advertising campaigns, press releases, and digital marketing campaigns for each account and client.
- Managed numerous social media personalities, influencers and major organizations. Increasing brand metrics up to 67% across the board for main social media platforms reaches.
- Utilize data analytics tools to track performance, gather insights, and identify opportunities for improvement.

### **DIGITAL MEDIA AND COMMUNICATION MANAGER | TRINITY HARVEST CHURCH | NOVEMBER 2019 – AUGUST 2021**

- Created a cross-training program ensuring FOH staff members were able to perform confidently and effectively in all positions.
- Managed a team of 4-8 people. Develop and managed social media content calendar. Created engaging and shareable content. Monitored social media platforms for trends and opportunities.
- Engaged and replied to comments and messages in a timely manner.
- Analyze data metrics and adjust strategy accordingly. Manage marketing budgets to maximize efforts to reach marketing and outreach goals.
- Responsible for monthly training. Reporting for monthly ROI and KPIs.

### **HOME ENGINEER MANAGER | THE RAGSDALE FAMILY | AUGUST 2015 – NOVEMBER 2019**

- The gap in my employment is due to being a stay-at-home mom.

**PORTFOLIO RETENTION LOAN PROCESSING MANAGER | THE MONEY SOURCE |  
APRIL 2013 – AUGUST 2015 REMOTE**

- Reviewed and processed loan applications for refinance transactions.
- Worked extensively with the customer and mortgage loan officer to bridge gaps and met expected deadlines.
- Collected documents, such as income financial statements and insurance. Ordered appraisals, title policies, payoff demand statements, subordinations/modifications, and Cema documents.
- Upon approval prepared loan documents for post closer to finalize closing and disburse funds to borrower. Responsible for mitigating risk.

**HOME SERVICE LOAN UNDERWRITING PROCESSOR 2 | BANK OF AMERICA |  
APRIL 2009– APRIL 2015**

- Reviewed and processed loan applications for refinance transactions, such as rate/term, cash-out transactions and purchase loans.
- Recommended loans for approval or decline after review by me and an underwriter and then communicated the decision to the customer. Worked extensively with the customer and mortgage loan officer to bridge gaps and met expected deadlines.
- Used the SAFE Act to review and met SASE level 1 underwriting conditions. Collected documents, such as income, financial statements and insurance. Ordered appraisals, title policies, payoff demand statements, subordinations/modifications, and Cema documents.
- Upon approval prepared loan documents for post closer to finalize closing and disburse funds to borrower. HOME SERVICE UNDERWRITING PROCESSOR 2 | Bank of America |

## **Education**

**B.S. IN COMMUNICATION AND MASS MEDIA | DECEMBER 2026 | SOUTHEASTERN  
UNIVERSITY LAKELAND, FLORIDA/ONLINE**

### **SKILLS & ABILITIES**

- Data-driven strategic planning
- Cost-benefit analysis
- Excellent interpersonal and communication skills
- Critical thinking skills
- Fun and energetic
- Process improvement