

# **Azure Collier**

**Social Media Education Developer at Constant Contact**

Greater Boston Area, MA, US

Social Media Marketer & Content Developer

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## **Biography**

I have a passion for social media marketing and helping small businesses and nonprofits employ the best practices of this new communication tool in their marketing. Social media has provided a tremendous, unprecedented opportunity for companies. As American newsrooms shrink and reduce their coverage, social media allows companies to be their own media mouthpiece and self-publish their news and accomplishments. It gives customers a space to publicly show their loyalty to brands and speak directly to those in charge. At the same time, companies have tools to converse with their customer base and form communities. Through the work I've done for online projects and publications, and in journalism, I have been empowered to tell stories of the work, the trends, and the accomplishments of others, which I have been doing at every phase of my professional life.

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## **Industry Expertise**

Advertising/Marketing, Media - Online, Social Media

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## **Areas of Expertise**

Social Media Marketing, Online Content Creation, Content Creation

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## **Education**

**Fitchburg State Univeraity**

Master's Applied Communication

**Purdue University**

Bachelor's Communication

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