

# Kahlid Elijah Tapia

(407) 282 - 1311 | kahlidelijahtapia@gmail.com

## Social Media Practitioner – Orlando, FL

*Highly Skilled in Branding and Reputation Management  
Seeing the World in a Clear and Unfettered Eye*

Hands-on and results-driven social media practitioner bringing a world traveler's view to the bandwidth of the internet. Highly passionate in brand awareness for new websites and blogs to provide insights, offer opinions, and explain perspectives. Well-versed in value delivered to customers and followers to ensure a positive experience on the website kahlidelijahtapia.com. Career award-winning actor bringing a stage confidence and sparkling personality to the equation and a solid history of flexible work-style with the ability to work entirely independent of supervision. **Seeking a remote work-from-home/digital nomadic career with the prerequisite to oversee my own flexible non-structured work schedule that fulfills all social media requirements.**

*Exceptional skills in grasping subtle and nuanced information and translating it into digestible and relevant facts as a trusted contributor to blogs and editorials.*

- Technical proficiencies in Hootsuite, WordPress, Canva, MailChimp, Google Analytics, Word, and PowerPoint.
- Robust reputation for delivering complex projects on-time and within budget despite shifting priorities, demanding expectations, and stringent deadlines.
- Highly regarded for tackling steep learning curves and emerging successfully with a new knowledge.
- Proven capacity to clearly and effectively communicate to audiences from a variety of educational, economic, and cultural backgrounds oftentimes making complex issues readily understood by all.
- Relentless desire to take on endeavors of increasing complexity.

## Professional Experience

#THESEOULBROTHA BLOG | November 2015 – Present

### Social Media Practitioner

Create a social media schedule to bring awareness to the blog – #TheSeoulBrotha - on website – kahlidelijahtapia.com. Conduct daily and weekly post of blog which resulted in thousands of shares. Answer public and private inquiries for brand awareness. Create weekly original content for blog to assist expat actors on business of acting strategies/tactics. Conduct email marketing to industry professionals to increase brand awareness while providing active career updates. Generate new blog subscribers using landing page and select targeting of social media groups. Attained a strong social media presence using a witty and unique topic. Designed Facebook, Twitter, YouTube, and LinkedIn banners using Canva.

**New User Experience of 89.3% Return User Rate of 10.8% Bounce Rate of 70% Click Rate of 2.4% Open Rate of 22.19%  
Average Session Duration of 2:22 Average Session Per User of 1:58 Blog Hits of 9,949+**

### *SEO Marketing*

Built #TheSeoulBrotha blog as one of the only leading search results discussing being an actor in a foreign country. Develop keyword specific blog titles, on-site body content and meta tags for website optimization. Optimize search results and keyword use of the specific terms "expat thespian" & "expat actor" by increasing the search engine results pages while attaining the top position in organic search through content management. Select search phrases and choosing keywords to track progress and performance. Conduct research, surveys and contest for brand quality. Execute external and internal link building. Perform on page & off page optimization. Conduct competitor research. Analyze search results using web analytics and identified performance indicators.

KOREAN FILM INDUSTRY | January 2010 – February 2018

### Professional Actor

Proactively performed in numerous productions in film, television, commercials and recording projects for the Korean entertainment industry and voice acting studios. Provided monthly and weekly correspondence via emails to industry casting directors, talent agents, producers, and directors on current progress in the industry. Attended online seminars/training for the business of acting, acting craft and auditions to ensure continuous B2B strategies and professional growth. Worked on monologues for actor training with Vocal Context & InterAct training coaches. Successfully collaborated with the Seoul Shakespeare Company and Seoul Players theater groups in performing stage productions.

- Single-handedly created a pdf; *"The Actors Guide to Overseas Success"* giving direct action tips on how actors can kick-start their careers in the overseas film industries.
- Deployed social media management strategies on Facebook, Instagram, Twitter, LinkedIn, Stage32, & increased blog's brand.
- Featured on BBC News Asia: K-Foreign; The Hidden Westerners of Korean Drama.
- Best Supporting Actor – KWEB FEST.
- Best Action Actor – New York Action Showcase.
- Best Actor Nominee – Charlotte Black Film Festival.

## Professional Experience

SISA PLUS ACADEMY, Ansan, Korea | February 2017 – January 2018

### Business English Teacher

Delivered English conversation lectures on topics in the business industry. Planned, evaluated and revised curricula, course content and methods of instruction. Effectively evaluated student progress reports on English language proficiency.

*Created the 'Entertainment Class' curriculum to help students learn English through English-speaking films.*

THE MAVENS LANGUAGE CENTER, Bundang, Korea | February 2016 – February 2017

### Business English Teacher

Directed adult-students in small groups by leading strategic reading activities and developing writing/analytical skills. Constantly provided assistance in pronunciation of terms in marketing, finance, and medical terminology.

*Scored 80% satisfaction rating from students comparable to customer satisfaction/engagement surveys in the retail industry.*

MULTI-CULTURAL EDUCATION CENTER, Seoul, Korea | March 2015 – December 2015

### Native English Teacher

Conducted English conversation classes & provided students an understanding of vocabulary, pronunciation and literature.

SEOUL METROPOLITAN OFFICE OF EDUCATION, Seoul, Korea | February 2009 – March 2015

### Native English Teacher

Successfully improved students' oral & written communication skills; including critical thinking & problem solving using Windows-based presentations. Assisted students with phonetics and diction to improve competencies.

*Increased 'Pass' marks by 2% for Pass/Fail classes in English.*

RITZ CARLTON HOTEL, LLC, Saint Thomas, United States Virgin Islands | October 2006 – May 2008

### Residential Concierge

Independently coordinated recurrent requests and built positive relationships with residents & neighboring businesses in order to ensure a mutually beneficial environment. Provided patrons with knowledge of the island.

*Selected as Five-Star Employee of the Quarter, 2007.*

ENTERPRISE RENT-A-CAR, Fayetteville, NC | June 2004 – August 2006

### Inventory Coordinator

Performed in-fleet services on new vehicles utilizing the delivery checklist. Independently monitored an inventory program for the regional division of company while instructing a logistics system for a monthly 250 vehicles.

*Selected as first Inventory Coordinator in the Fayetteville region.*

UNIVERSITY OF NORTH CAROLINA, Pembroke, NC | December 2001 – May 2004

### University Admissions Counselor

Developed a profile of students by conducting research, interviewing applicants, designing questionnaires and conducting focus groups. Coordinated events for student enrollment and assisted office with outbound and inbound inquiries.

- Developed the first Out of State Guidance Counselor Symposium.
- Increased out-of-state enrollment by 55%.

## Education & Professional Development

**Bachelor of Science, Mass Communications** | The University of North Carolina, Pembroke, NC  
**Sogang University Korean Language Series, Fundamental Proficiency** | Seorae Global Village Center