

# Optimize Your LinkedIn Profile (Reprise)

July 15, 2015



Tiffany Langston

Member since: August 23, 2012

[Password Change](#)

[Primary Email Change/Add](#)  
spiffy.tiff@gmail.com

Account Type: Basic

### Activity broadcasts

By selecting this option, your activity updates will be shared in your activity feed.

Let people know when you change your profile, make recommendations, or follow companies

Note: You may want to turn this option off if you're looking for a job and don't want your present employer to see that you're updating your profile.

[Save changes](#) or [Cancel](#)

- More communication options
- Enhanced search tools

[Upgrade](#)

### Notify your network?

No, do not publish an update to my network about my profile changes.

No

[Frequently asked questions](#)

[Managing Account Settings](#)

[Can't Find "Settings" or "Sign Out" Links](#)

[Viewing and Editing Subgroup Settings](#)

[Group Member Settings](#)

[Updating Twitter Settings](#)

[All frequently asked questions](#)

[Send us feedback about our settings page.](#)



Profile



Communications



Groups, Companies & Applications



Account

#### Privacy Controls

[Turn on/off your news mention broadcasts](#)

[Turn on/off your activity broadcasts](#)

[Select who can see your activity feed](#)

[Select what others see when you've viewed their profile](#)

[Turn on/off How You Rank](#)

#### Settings

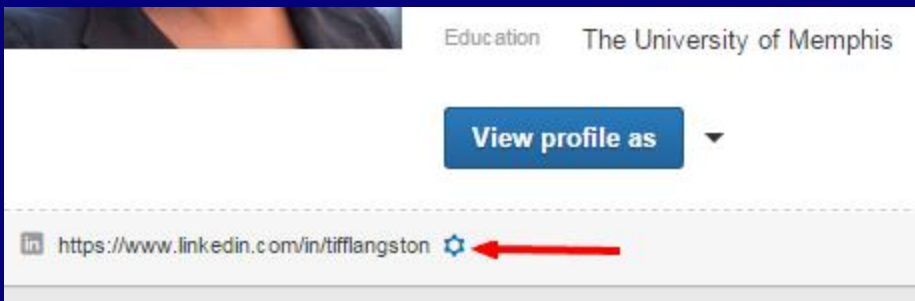
[Manage your Twitter settings](#)

[Manage your WeChat settings](#)

#### Helpful Links

[Edit your name, location & industry »](#)

[Edit your profile »](#)



## Customize Your Public Profile

Control how you appear when people search for you on Google, Yahoo!, Bing, etc.

[Learn more](#) ▶

- Make my public profile visible to no one
- Make my public profile visible to everyone

- Basics
- Picture
- Headline
- Websites
- Summary
- Current Positions
  - Details
- Past Positions
  - Details
- Publications
- Projects
- Volunteer Experiences & Causes
- Skills
- Education
  - Details
- Interests
- Organizations
- Languages
- Groups

Save

Cancel

## What others see when you've viewed their profile



- Your name and headline (Recommended)



**Tiffany Langston**

Digital Strategist, Content Creator, Writer and Public Relations Professional

Greater New York City Area | Nonprofit Organization Management

- Anonymous profile characteristics such as industry and title

**Note:** Selecting this option will disable [Profile Stats](#). Whenever you switch to anonymous, your viewer history gets erased.



**Website Manager in the Philanthropy industry from Greater New York City Area**

- You will be totally anonymous.

**Note:** Selecting this option will disable [Profile Stats](#). Whenever you switch to anonymous, your viewer history gets erased.

[Save changes](#) or [Cancel](#)

## Public Profile



### Tiffany Langston

Digital Strategist, Content Creator, Writer and Public Relations Professional

500+  
connections

Greater New York City Area | Nonprofit Organization Management

Current	Philanthropy New York
Previous	Memphis Convention and Visitors Bureau, Memphis Zoo and Aquarium, Portrait Innovations
Education	The University of Memphis
Recommendations	3 people have recommended <b>Tiffany</b>
Websites	Personal Website Blog

#### Your public profile URL

Enhance your personal brand by creating a custom URL for your LinkedIn public profile.

[www.linkedin.com/in/tifflangston](https://www.linkedin.com/in/tifflangston)

#### Customize Your Public Profile

Control how you appear when people search for you on Google, Yahoo!, Bing, etc.

[Learn more](#)

## Summary

6+ years of professional experience (including 1+ year supervising) with emphasis on communication, public relations and digital strategy

\*Specialties: digital content creation and curation, social media, writing, video production, photography, editing, media relations and press generation, website management and event coordination

\*Knowledgeable in A.P. Style, HTML, CSS, CMS (WordPress, Drupal), CRM (Salesforce, Simpleview, Blackbaud), Email Marketing (MailChimp, Constant Contact, Emma), Adobe Photoshop, Video Editing (Adobe Premiere, AVID, Final Cut), Social Listening and Analytics (Hootsuite, TweetDeck, Google Analytics, Sprout Social, Buffer), Microsoft Office, Media Monitoring (Vocus, Cision, Meltwater), FTP

## Communications Specialist

Memphis Zoo and Aquarium

December 2009 – January 2012 (2 years 2 months) | Memphis, TN

Social media and PR specialist for one of the top-ranked zoos in the country. Was responsible for all social media accounts, including Facebook, Twitter, YouTube, Flickr and Foursquare. Created and managed written and digital content for the web using standard search engine optimization (SEO) to increase online presence. Added over 60,000 Facebook fans and 9,000 Twitter followers.

Maintained and updated the Memphis Zoo website ([www.memphiszoo.org](http://www.memphiszoo.org)) as well as the mobile application. Oversaw a complete upgrade for the mobile application which introduced a video walking tour and made the Memphis Zoo app available for Android devices in addition to the iOS platform.

Main photographer and videographer for the zoo's needs. Shot and edited a film that was instrumental in the zoo's education department receiving a \$500,000 grant from the USDA for a distance learning initiative that offers virtual field trips for children in rural classrooms.

Acted as zoo spokesperson for radio, television and newspaper interviews. Maintained relationships with local and national media representatives and organized media personnel at zoo events.

## Experience



## Multimedia Manager/Managing Editor New York PhilanthroPost

Philanthropy New York

August 2014 – Present (11 months) | Greater New York City Area

Strive to make [PhilanthropyNewYork.org](http://PhilanthropyNewYork.org) the premier source for foundation and nonprofit news by writing, editing and curating content for the organization's online news service, The New York PhilanthroPost. Solicit original editorial content from leaders in the New York City philanthropic community.

Maintain and update our multi-faceted, user and mobile-friendly, Drupal-based website. Craft and distribute approximately 30 e-newsletters every month, including daily, weekly and monthly versions. Manage the main Philanthropy New York Twitter account (@PhilanthropyNY) as well as the New York PhilanthroPost account (@NYPhilPost). Drive attendance to Philanthropy New York programs by providing multimedia support (graphics, photography, videos).

Work with all Philanthropy New York departments to ensure consistent messaging on external communications. Manage relationships with vendors, consultants and freelance contractors.

## Online Content and Public Relations Specialist

Memphis Convention and Visitors Bureau

January 2012 – August 2014 (2 years 8 months) | Memphis, TN

Provided written and visual content for [MemphisTravel.com](http://MemphisTravel.com) and the Memphis Travel mobile application. Managed the Memphis Convention & Visitors Bureau YouTube Channel, the @MemphisCVB Twitter account and the I Love Memphis Google+ page.

Proactively pitched Memphis story ideas to local, regional, national and international travel writers. Arranged media events to garner interest in Memphis restaurants, hotels and attractions. Worked to increase Memphis' visibility as a unique culinary destination. Represented the bureau as a member



## Education

### **The University of Memphis**

M.A., Communication, Film/Video Production

2006 – 2008

Activities and Societies: Film Club



### **The University of Miami**

B.S., Communication, Motion Picture Production, Sociology

2002 – 2006

Graduated cum laude with honors. Two-time Cross Examination Debate Association (CEDA)

Academic All-American debater

Activities and Societies: Golden Key Honor Society, Debate Team, Mock Trial Team



# Recommendations

## Online Content and Public Relations Specialist

Memphis Convention and Visitors Bureau



**Lisa Catron, CTIS, CSTP, CTPP**

National & International Sales Manager

“ Tiffany is a top-notch tourism professional in Media and PR. She is outstanding for her southern destination, has terrific follow-thru and can be counted on to “get things done.” Her upbeat personality is just icing on the cake!

Tiffany is a detailed person who gets the job done right, on schedule and under budget. She is customer oriented and a true ambassador for... [more](#) ”

September 14, 2013, Lisa worked directly with Tiffany at Memphis Convention and Visitors Bureau



**Cassandra Taylor**

Director of Convention Services at Memphis Convention and Visitors Bureau

“ Tiffany is a dedicated and experienced person with extensive Relations and Online Marketing. She is a self motivator who has very reliable and committed to doing an outstanding and professional company both nationally and internationally. ”

September 9, 2013, Cassandra worked directly with Tiffany at Memphis Convention and Visitors Bureau

## Communications Specialist

Memphis Zoo and Aquarium



**Linda Moore**

Reporter at The Commercial Appeal

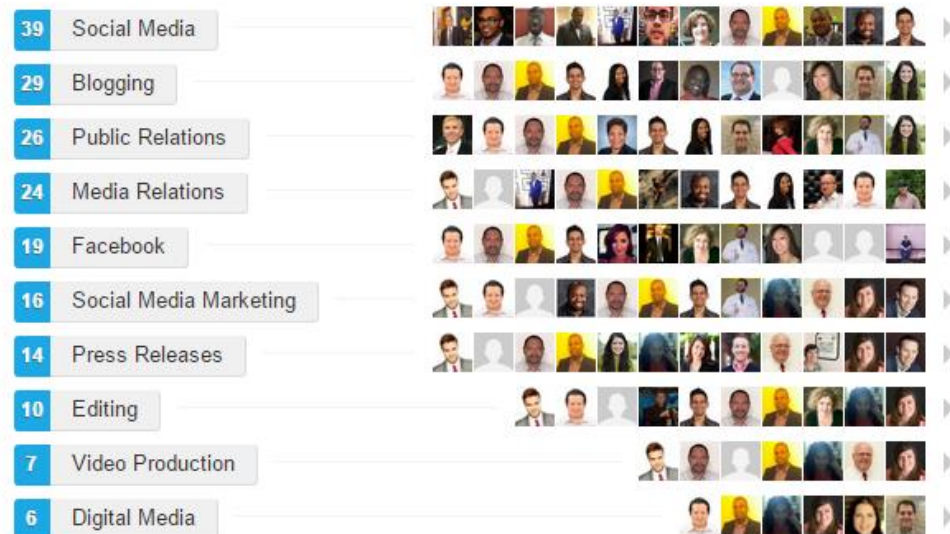
“ Tiffany Langston gets things done. Requests to her were never ignored and rarely if ever was Tiffany unable to provide me with the information I needed. She was always an enjoyable person to work with while at the same time being both professional and knowledgeable about zoo operations. ”

January 25, 2012, Linda was with another company when working with Tiffany at Memphis Zoo and Aquarium

[Ask to be recommended](#)

# Skills & Endorsements

## Top Skills



## Tiffany also knows about...



# Volunteer

## GoPro Mentor

University of Memphis

February 2013 – August 2014 (1 year 7 months) | Education

Mentored undergraduate public relations and advertising students in professional development, networking and assistance in obtaining field placement and graduation

## Volunteer

Meals on Wheels

August 2014 – Present (11 months) | Social Services

Distribute food to low-income elderly residents in East Harlem

Film Festival Volunteer  
Human Rights Watch  
May 2015 – Present (2 months) | Arts and Culture  
Provide logistical and marketing support leading up to and during the Human Rights Watch Film Festival in New York City.



### Opportunities you are looking for:

How would you like to donate your time and talent?

- Joining a nonprofit board
- Skills-based volunteering (pro bono consulting)

### Causes you care about:

Topics and causes that matter to you.

- Arts and Culture
- Children
- Civil Rights and Social Action
- Education
- Human Rights
- Social Services

## Publications

### Memphis Renaissance: The Bluff City's Riverfront Revitalization

At Home Tennessee (Now At Home Memphis & Mid South)

May 2012

Five-page feature that outlines new business development along Memphis' riverfront

[Add publication](#)

## Projects

### Memphis Zoo Donor Donation Video →

September 2010

This video was created to raise money for an upcoming zoo exhibit.

Production Notes: It was filmed on a Canon Vixia HV30 and edited on Final Cut Pro. My roles were director, videographer and editor.



## **Connections**

A healthy professional life starts with healthy relationships

# To Pay or Not to Pay?

- Jobseeker
- Recruiter
- Sales
- Network/Branding

Tiffany Langston

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[www.linkedin.com/in/tifflangston](http://www.linkedin.com/in/tifflangston)