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PROFILE SUMMARY

Creative and versatile marketing strategist committed to driving growth by leading strategic and impactful marketing initiatives. 14+ years of experience specializing in content strategy, content creation, copywriting, photography, email campaigns, brand building, community engagement, partnership development, and website design.

PROFESSIONAL EXPERIENCE

2022- Present | **SOCIAL MEDIA MANAGER & MARKETING SPECIALIST**
Say Yes Business Solutions | Boulder, CO/Hybrid

- Streamlined internal social media processes and established a content batching system for efficient monthly and quarterly content creation.
- Developed extensive social media and marketing strategies results-oriented activation plans for multiple clients across varying industries.
- Implemented email and social media strategies via content creation, photography, video, copywriting, engagement, and paid ads. Noteworthy accounts: Tender Belly, Sagrada BioSkincare, Pear's Snacks, Cybele's Free-to-Eat, Revl Fruits, Downtown Erie, and the Erie Economic Development Council.
- Spearheaded Tender Belly's email campaign, social media strategy, content creation, and strategic partnerships. Increasing open rates to an average of 71.2% and click rates of 2.8% on a list of 7.2k+. For social media-seeing 132% for non-follower engagement, increasing follower count by 28.3% organically. Creating strategic partnerships using grassroots approach, securing macro influencers, like Tyler Butterworth, and micro creators that focus on high-performing content.
- Developed efficient standard operating procedures and onboarding processes, incorporating comprehensive questionnaires for client insights.
- Crafted cohesive content strategy, branding, sales, influencer, and content presentation decks for effective project communication and KPI reporting.
- Designed client and internal assets, including sell sheets, business cards, brand kits, and postcards, ensuring a cohesive and professional brand representation.
- Built and maintained websites on WordPress and Shopify encompassing wireframing, design, copy creation, and photography.

2010- 2023 | **SMALL BUSINESS OWNER**
Feather Print Photography/Media LLC | Algonquin, IL

- Managed concurrent clients social media channels, encompassing strategy, content creation, copywriting, ads, engagement, and community management.
- Crafted online courses, sales pages, websites, funnels, and ads for businesses, transforming concepts into comprehensive digital offerings.
- Increased website performance and SEO on AmalunaWellness.com, achieving a 23% performance increase and advancing 9 spots in Google rankings in 2 months.
- Conducted market research, created strategies/activation plans, managed social accounts, and provided clients with insightful monthly productivity reports across diverse industries.
- Creative direction, planning, photography, editing, and management of photography projects for businesses, branding, events, families, and businesses.
- Day-to-day management of business, including project management, lead generations, sales, bookkeeping, marketing, and vendor/client management.

PROFESSIONAL EXPERIENCE

2020-2021 | **DIGITAL MARKETING STRATEGIST**
TBG Digital Marketing | Remote

- Assisted with web builds and maintenance on client WordPress sites, guaranteeing an intuitive and visually-attractive online interface.
- Facilitated integration team meetings for the design team, playing a crucial role during client mergers to align design strategies seamlessly.
- Implemented effective SEO strategies, significantly improving website visibility and search rankings.
- Executed comprehensive reputation management initiatives, fostering positive online perceptions and addressing potential challenges.
- Produced compelling video content using Animoto and Adobe Premiere, contributing to engaging and impactful visual storytelling.

2010-12 & 2014-15 | **SALES REPRESENTATIVE, MANAGER, AND PHOTOGRAPHER**
Bella Baby Photography | Naperville, IL

- Delivered high-quality photography services and effectively converted leads into sales through engaging techniques.
- Certified as a weekend manager, providing crucial support to over 30 employees and ensuring seamless operations.
- Managed and fulfilled online orders for Bella Baby Midwest Region, concurrently offering administrative support to executives.
- Upheld a high level of confidentiality and trust, adhering to HIPAA compliance guidelines in handling sensitive information.

2012-2014 | **DIRECTOR OF OPERATIONS**
Top Producing Real Estate Team at Coldwell Banker | Buffalo Grove, IL

- Designed and maintained a WordPress website for The Sharron Kelley Team, Inc., including the implementation of an IDX plugin.
- Curated and wrote copy for custom blogs, incorporating best SEO practices and conducting analysis using the Yoast SEO plugin.
- Executed marketing initiatives for all properties and the company, identifying gaps and growth areas to maximize exposure and optimize advertising budgets.
- Managed Google Ads campaigns and implemented strategic approaches utilizing Google Analytics.

EDUCATION

BACHELOR OF ARTS IN ENGLISH

Northern Illinois University
DeKalb, Illinois | 2008-2012

CERTIFICATE IN FULL STACK WEB DEVELOPMENT

Northwestern University
Evanston, Illinois | 2020

PROGRAMS

Adobe Creative Suite	Figma	Microsoft Suite
Asana	Google Analytics	Notion
Canva	Google Workspace	Shopify
ChatGPT	HubSpot	Sprinklr
CapCut	Kajabi	Status.io
ClickUp/Monday	Klaviyo	Trello
Constant Contact	Later	WordPress
Elementor	Meta Business Suite	Zapier

PLATFORMS

Instagram/Threads
Facebook
TikTok
Threads
X/Twitter
LinkedIn
YouTube
Vimeo
BlueSky

AWARDS, PODCASTS, AND PUBLICATIONS

Mom Talks with Christa - Jul 2021
The Best of The Knot 2015-2017

Shutter Magazine
InVironments Magazine

Premier Bride Milwaukee
Go Daddy Blog