

Creative and driven marketer with over six years of experience digitally representing brands, implementing integrated marketing campaigns, executing creative storytelling through social media, and collaborating with cross-functional teams.

PROFESSIONAL EXPERIENCE

Visit Orlando

March 2020 - Present

Senior Representative, Social Media

- Manage the global daily social media editorial calendar, including planning, copywriting, scheduling, publishing, content creation, and community management on behalf of the brand.
- Develop channel-specific strategies for multiple audiences on organic and paid social media by collaborating with the domestic media team and the international (UK and Canada) market managers.
- Deliver copy and creative assets to external media agencies for placement on paid social channels.
- Serve as an ambassador during events to gather industry trends and capture content.
- Garnered over 10 million Pinterest impressions through a collaboration campaign with a strategic partner.

SeaWorld Parks & Entertainment

December 2018 - March 2020

Associate Manager, Social Media & Content (Marketing)

- Curated user-generated content to use on organic social and increase community engagement.
- Analyzed performance results and translated consumer insights into action items that informed content.
- Partnered with park operations, finance, and brand teams to plan content shoots while managing creative agencies, external partners, and talent.
- Collaborated with the public relations department for media events and influencer meet-ups.
- Within six months, increased Facebook likes by 52%.

Vert Digital Agency

March 2016 - December 2018

Social Media Brand Strategist

- Developed the digital marketing strategy for assigned clients and determined appropriate sales channels such as email, SMS, organic social, paid search, and programmatic display media.
- Assisted with media buying and media planning based on initial strategy development.
- Led content strategy brainstorming sessions with team members from multiple disciplines based on creative briefs, with the goal of streamlining communication and driving innovation.
- Achieved a 144% return on investment (ROI) through an online ordering paid social media campaign.

Digital Marketing Specialist

- Served as primary contact for multiple accounts while orchestrating campaign strategies and budgets.
- Responsible for project coordination from start to finish by developing briefs, submitting internal tasks, establishing timelines for deliverables, providing creative feedback, and ensuring efficient workflows.
- Identified budget efficiencies and increased the scope of work (SOW), leading to a promotion.

Your Pie

March 2015 - March 2016

Marketing Manager

- Established local and franchise store social media handles to fulfill consumer engagement needs.
- Leveraged technology, such as CRM and email communications for customer acquisition and retention.
- Achieved a 34% increase in product sales annually through holistic marketing campaigns.

EDUCATION: University of Georgia - Bachelor of Arts in Advertising

Graduated May 2014

TECHNICAL MARKETING SKILLS: Social Media Platforms: Facebook, Instagram, TikTok, Twitter, LinkedIn, Pinterest, YouTube, Snapchat • Social Media Software: Sprinklr, Sprout Social, Klear, Crowdriff, HeyOrca, RivalIQ • Adobe Creative Suite: Lightroom, Photoshop, Premiere, InDesign • Microsoft Office Suite: Word, PowerPoint, Excel, OneNote, SharePoint, Teams • Workflow Tools: JIRA, Trello, TeamUp, Podio, Widen