



Christina Brenia

Marketing



Summary

Marketing content creator and multimedia designer with 2+ years experience in marketing, SEO, social media, video production, customer service, email marketing and database management. Able to successfully complete projects in short timelines.



Experience

2017-07 - present

Content Manager/SEO/ Email Marketing / Project Management / Client Costumer Service

Just Click It Digital Marketing

- Implemented and managed the content department and distributed it to appropriate company within specified timeline.
- Optimized content to make it SEO worthy.
- Researched relevant topics to build client blogs
- Built and managed team of free-lance content writers
- Wrote copy for websites and email campaigns
- Built and trained in house content management team
- Built and trained freelance writer team
- Used programs such as Moz, Yoast, Keap by Infusionsoft, Mailchimp
- Assisted clients with website content updates
- Filmed, edited, and posted clientele testimonial videos
- HTML, CSS and Word Press experience
- Built marketing funnel campaigns and delivered projects on deadlines leading the PPC and development team support

2016 - 2017

Designer, Marketer, Videography

Yoga For Men

- Managed email marketing and email newsletter.
- Set up and managed HIPPA compliant Telehealth platform for Brooks Rehabilitation Center.
- Created digital marketing campaigns using Hubspot software.
- Operated Sony PXW-X70 camera and Sennheiser audio equipment.
- Filmed and edited over 100 yoga instructional videos with each video being 30-60 minutes in length.
- Operated Live Stream application and equipment.
- Posted and managed online the online video library through Shopify, Vimeo and VHX.
- Filmed and edited weekly video log.
- Created short videos for Social Media and advertising on Facebook.
- Created video advertisements showcasing Bhujang Style yoga apparel, inventory control and customer service.
- Operated camera and created B-Roll for "Veterans Yoga Day" live streamed yoga classes with 65,000 viewers.
- Ran short lived, very basic Facebook PPC campaigns



Personal Info

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Skills

Marketing- varied platforms including digital and printed media.



Adobe Premier- video editing software- advanced user.



After Effects-video editing software- advanced user.



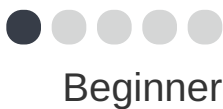
Maintaining Databases- video library.



Excel- creating spreadsheets, graphs.



Development - CSS & HTML



2015 -
2016

- **Multi-Media Specialist**
Veterans Alternative
 - Operated Cannon C100 Mark II camera and Rode microphones.
 - Operated Canon Rebel DSLR.
 - Created printed media for advertisements and fund raisers.
 - Filmed and edited social media content related to veterans.
 - Filmed and edited weekly online video blog.

2015 -
2017-07

- **Multi-Media Specialist**
Free Lance Work
 - Created videos for Energia Wellness Studio.
 - Website build for Turin Aviation.
 - Logo design for Trinity Yoga Studio.
 - Logo design for construction business.
 - Custom screen print design and manufacture.



Education

2017-06 -
2018-06

- **Saint Leo University, MBA Marketing**

- **University of South Florida, Bachelor in Social Work, Minor in Art**