
Summary

Digital marketer with 4+ years of experience. Focused primarily on social media and content marketing, but have experience in all other marketing areas.

Work History

UsableNet (September 2021 - Present)

Intern/Digital Marketing Specialist

- Social Media – UsableNet
 - Increased following across all channels by 50%
 - Promoted UsableNet content that caused a 165% increase in contacts created through SM
 - Led social media training for Employee Generated Content, empowering UsableNet employees to enhance their social media presence
- Social Media – UsableNet CIO (August 2024 – Present)
 - Managed CIO's account to improve his following and align messaging marketing team
 - 133,000 impressions
 - Increased following by 7.7%
- Content Marketing
 - Created product videos in August 2023 that helped generate \$650,000+ in revenue
 - Designed various medium for company, including promotional graphics, PDFs, video and PowerPoints
- Account-based marketing (January 2023 – present)
 - Made segments, keyword groups, and ads to distribute to companies in ICPO
 - ABM efforts influenced \$7,000,000 in pipeline
- PPC Initiative (October 2024 – April 2025)
 - 49 new contacts from PPC
 - 3 Deals created from our PPC campaigns, totaling \$85,000 of pipeline
- Miscellaneous
 - Ensured content meets accessibility requirements for those with disabilities
 - Updated website components using Drupal, made basic HTML and CSS updates in HubSpot

Certifications

HubSpot Social Media Certification (April 23, 2025 – May 23, 2027)

HubSpot Content Marketing Certification (Jan 8, 2024 – Feb 6, 2026)

Hubspot Email Marketing Certification (Dec 18, 2024 – Jan 17, 2027)

Education

University of North Carolina at Chapel Hill (August 2015-December 2019)

Major: Media Studies Communications (B.A.)

Extra-Curriculars: Member of Wrestling Team

Skills and Interests

- **Skills:** Design, HTML, CSS, JavaScript, Content Marketing, Social Media Marketing, Adobe Suite, accessible design
- **Interests:** 3d modeling, technology, design, web development, sports betting, video games, photoshop