



## Emma Inwood

- Marketing Strategist -

### OVERVIEW

Enthusiastic, hard-working marketing professional with in-house and agency experience. Well-versed in content, digital advertising, branding, campaign creation, social media, and project management.

Phone:

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Address:

**61569 Aaron Way, Bend, OR**

### EXPERIENCE

#### DIGITAL MARKETING SPECIALIST | 06.2018-CURRENT BE BOTTLE

I manage the digital presence for startup stainless steel bottle company, Be Bottle. I make website content updates, contribute to the overall marketing strategy, manage social media accounts, and create photography assets.

#### MARKETING STRATEGIST AND CLIENT RELATIONSHIP MANAGER | 06.2016-06.2018

##### INTERNET HONEY / FREELANCE

I consulted with travel and tourism clients on a wide variety of marketing projects. Projects included brand campaigns, co-op advertising programs, email marketing strategies, and digital ad campaigns. Led client meetings and internal team meetings to create measurable solutions for clients. I worked with clients independently following closure of Internet Honey.

#### MARKETING COORDINATOR | 04.2015-05.2016

##### EDTECHTEAM

Led marketing initiatives for over 100 global conferences. Designed graphics, email campaigns, managed active Twitter account and G+ Community and spearheaded new strategies and tactics such as a successful brand campaign, #onenewthing, that remains an active hashtag and became the topic of a keynote presentation.

#### DIGITAL MARKETING STRATEGIST | 04.2012-05.2013

##### FULCRUM CORPORATION

Consulted with the Federal Railroad Administration to launch social media accounts for the agency. Created editorial calendars, managed platforms, led interdepartmental meetings to source content, and reported on metrics to senior leadership.

### OTHER ROLES

Marketing Coordinator, Einstein Noah Restaurant Group

Ad Traffic Manager, Hanley Wood

Advertising Coordinator, Society of Military Engineers



### EDUCATION

#### B.A. MARKETING | 08.2005 -05.2009

##### MICHIGAN STATE UNIVERSITY

Member of International Business Fraternity, Delta Sigma Pi with leadership roles in Community Service and Pledge Education. Graduated with a 3.4 GPA from the Eli Broad School of Business.



### PERSONAL QUALITIES

- Sense of humor
- Lifelong learner
- Team player
- Honest
- Ambitious



### SKILLS

Google AdWords

Google Analytics

Email Marketing

Social Media Marketing

Other skills:

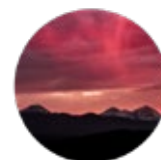
- Digital advertising
- Professional photography
- Account management
- Business Development



### INTERESTS



MOUNTAIN BIKING



PHOTOGRAPHY



TRAVELING