

CONTACT

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PROFILE

I'm a writer > marketer > designer.
Through compelling digital
experiences and products, along with
data-driven content and social
strategies, I optimize storytelling to
bring brands and products to life.

SKILLS

- UI
- UX
- Content Strategy
- Social Strategy
- Content Marketing
- Digital Marketing
- Copywriting
- Front-end Dev
- Data/Analytics
- SEO
- Email Marketing

TOOLS

- Adobe Creative Cloud
- Sketch
- Balsamiq
- Marvel
- InVision
- Google Analytics
- Sprout & Sprinklr
- Mailchimp

EXPERIENCE

Content Marketer

Radancy | Dec 2017 - Present

- Ideate and develop data-driven content & social strategies
- Execute content & social strategies
- Create long and short form content for clients
- Analyze data, create reports to optimize content
- Collaborate with designers, art & creative directors on visual branding and creative assets

Digital Media Consultant

Breeze Max Web | Aug - Dec 2017

- Provided digital media assistance to businesses through Google Analytics, Adwords, SEO and Social Media
- Developed new business relationships across Chicagoland area
- Met and exceeded sales expectations and numbers

Sales Manager

The Ethos Project | Oct 2016 - Aug 2017

- Promoted to manager within the first month
- Trained and managed a team of 4-5 people
- Acquired and managed customer accounts for Fortune 500 clients

EDUCATION

Bachelor of Science, Journalism

University of Arizona 2011

Digital Marketing & Integrated Comms

University of Chicago Graham School 2018

UI Design

CareerFoundry 2021

VOLUNTEER

Int'l Assoc. of Business Communicators

Director of Membership Communications Nov 2017 - Dec 2018

LoganSquarist

Sr. Marketing Manager & Staff Writer Aug 2015 - July 2018

PORTFOLIO



https://behance.net/kevinprosise