

SOCIAL MEDIA MARKETING MANAGER & GRAPHIC DESIGNER

Summary

Creative, motivated and tech-savvy marketing professional with relevant experience in luxury hospitality. Highly skilled and knowledgeable in social media and online community management. Pro-active, detail-oriented and driven with proven ability to multitask in a fast-paced and competitive environment.

Skills

- Adobe Creative Suite
- Final Cut Pro
- Facebook Power Editor
- Google Adwords
- Google Analytics Certified
- Hootsuite Pro Certified
- HTML5
- Microsoft Office
- Delphi Sales & Catering Software
- Opera Reservations System
- Digital Marketing
- Digital Strategy
- Online Community Management
- Social Media Marketing
- Brand Development
- Public and Media Relations
- Email Marketing
- Paid Search Marketing
- Search Engine Optimization
- Graphic Design

Professional Experience

Social Media Marketing Manager & Graphic Designer , 10/2015 to 08/2016

Saint Luke's Health System Kansas City @ Smithville , MO

- Developed and executed hotel's digital marketing and online reputation management strategies
- Oversaw hotel's day-to-day social media activities across platforms
- Maintained visual quality and consistency across all social media accounts
- Facilitated the integration of social media with overall marketing programs
- Created, designed and managed social media promotions and campaigns
- Created, managed and monitored social paid ads
- Optimized presence on online review sites; monitored and responded to all reviews on TripAdvisor, Yelp, Google Plus, Facebook and on Online Travel Agents' sites
- Analyzed and reported social performance metrics; tracked key online reputation metrics
- Conducted market research of competition's level of exposure and activity on the web
- Created artwork for print and online advertising; designed sales & marketing materials and hotel collateral
- Coordinated on-property photo-shoots, video shoots and events
- Coordinated and hosted on-property media visits
- Supported Public Relations efforts; worked with external Public Relations agency
- Led the planning and execution of email marketing including designing and building HTML emails
- Reduced marketing costs by streamlining marketing roles, leveraging communications materials, monitoring budgets, and developing protocol.

Marketing and Public Relations Manager , 09/2011 to 10/2015

Asu Foundation @ Scottsdale , AZ

- Responsible for developing, executing and measuring strategic online and offline marketing campaigns for the hotel
- Managed all social media presence and content on multiple platforms
- Increased social engagement by 20% month over month
- Increased Instagram followers by 600% in one year
- Actively managed hotel's online profiles and website with content updates
- Managed and executed all components of email marketing, including design, coding, and reporting; maintained hotel's email database
- Managed online marketing, including determining keywords, SEO strategy and coordinating PPC campaigns
- Created artwork for print and online advertising; designed sales and marketing collateral
- Coordinated and executed on-property fashion and lifestyle photo shoots for publications including Condé Nast Traveler, Forbes and Vogue
- Hosted media visits and group press trips
- Managed national and international PR agencies
- Negotiated media purchases and coordinated processing of contracts
- Facilitated ongoing communication with key community leaders and tastemakers; identified opportunities for creative partnerships
- Served as thought leader in current technologies and trends in social media
- Represented the hotel at social and industry events

Marketing Manager , 01/2009 to 01/2011

Kizan Technologies @ Bowling Green , KY

- Worked with the Global Brand Manager for Kyoku for Men, an award-winning line of men's skincare. Assisted with the development

and execution of the company's marketing and communications strategy for revenue growth and enhancement of its brand equity and awareness.Â This included planning and management of online and wholesale marketing functions to achieve the objectives of sales, growth, profitability, and visibility.

Project Manager , 01/2007 to 01/2009

Alvaro Group â€“ City , STATE

- Alvaro Group was an integrated lifestyle and luxury hospitality company based in London. Worked directly with the founder and CEO, Livio Bisterzo.Â I was responsible for managing a variety of projects involving promotional services agreements and live music events for high profile clients such as Morton's Private Members Club and Maddox Club.

Education

Bachelor of Arts : Major: Modern History; Minor: Journalism and Communication , 2007

University of Tartu - City

Certifications

- Wharton University of Pennsylvania, Marketing - Licence #Â G82CMBKF7S
- Google Analytics Individual Qualification (IQ) - Licence #Â 3438762950