

Mia Reid

Marketing Manager,
Content Strategist,
Salesforce Admin &
Certified Pardot
Specialist

Contact Information

407-404-4872
miamreid@gmail.com
Orlando, FL

About

As a Marketing Manager, I am detail-oriented and an exceptional team leader. My experience is well-rounded, with skills including content management, executing all marketing automation, segmenting data into appropriate segments, creating lead nurturing drip marketing programs, conducting SEO analysis and research, producing content such as blogs, landing pages, slide decks, and keeping a strong pulse on department KPIs with reporting and analytics tools.

Skills

- Marketing automation and data segmentation
- Content strategy based on competitive analysis and customer journey mapping
- Email marketing, including design, testing, and automation
- SEO keyword research and analysis
- Web writing for blogs, landing pages, email, and social media
- Graphic design, web design & development

Software/Tools

- Salesforce Admin (Intermediate)
- Certified Pardot Specialist
- Adobe Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere, Xd, Lightroom, Acrobat)
- Hubspot
- Wordpress/CMS
- SEMRush/Moz/Ahrefs
- Google Search Console
- Google Analytics
- HTML, CSS, JavaScript, Node.js, MySQL

Employee History

Marketing Manager

Stax Payments (August 2022 - Present)

- Re-purpose existing long-form content and distribute amongst multiple channels including web, social media, email
- Identify gaps and improve SEO related to the business unit
- Strategically build out a content calendar including blogs, landing pages, white papers, webinars, and customer testimonials
- Utilize internal subject matter experts to turn expertise into easier-to-produce, digestible content
- Co-own the Stax Connect brand voice, tone, and style guidelines with VP
- Reported on department performance, based on web traffic conversions (paid and organic), lead sources, social media engagement, and email marketing
- Planned, edited, and proofed all copy for pitch decks, blogs, landing pages, email marketing, social media posts, and video

Marketing Manager

Fidelity Real Estate (January 2019 - July 2022)

- Analyzed customer data based on Google Analytics and website behavior to provide full scope of customer journeys and identify content gaps
- Developed and executed drip marketing campaigns to collect further data on customer interests and behaviors, strategizing each touch point based on the customer journey
- Planned, strategized, and provided copy for full scope of PPC campaigns
- Analyzed and reported on SEO keyword ranking performance, organic web traffic, and bounce rate
- Oversaw backlink outreach with planned budget, tracking all earned links
- Reported on department performance, based on web traffic conversions (paid and organic), lead sources, social media engagement, and email marketing
- Planned, edited, and proofed all copy for pitch decks, blogs, landing pages, email marketing, social media posts, and video
- Led team on assigned projects, overseeing editorial and social media calendars
- Facilitated weekly, monthly, and quarterly strategy meetings to identify trends, brainstorm campaigns that align with company goals and objectives, and get a pulse check on team members production/bandwidth

Blog Writer - Intern

Fleet Farming (June 2018 - August 2018)

- Pitched article ideas and oversaw editorial and social media calendars
- Produced copy, proofed, and optimized articles based on feedback and research
- Created and designed infographics for articles as well as social media posts

Education

University of Central Florida

Bachelor of English - Creative Writing, 2018

Certification - Full Stack Web Development Bootcamp