



BIO

Experienced Social Media Strategist with a demonstrated history of working in the marketing and advertising industry. Skilled in social media (organic & paid), campaign creation/execution, and developing creative strategies for clients in diverse industries.

SKILLS

Social Media Advertising:

- Proficient in Facebook Business Manager, LinkedIn Ad Center, TikTok Ads Manager & Twitter Ads Manager

Design/Marketing:

- Proficient in Adobe Creative Suite including Photoshop, Illustrator, and InDesign; Salesforce Sales Cloud and Marketing Cloud; Microsoft Office Suite; Prezi

Web Design/Development:

- Experience with website design and development including SEO optimization, CSS, HTML5, JavaScript, JQuery, and Wordpress

Video Creation:

- Experience with video editing software including Adobe Premiere and After Effects

General:

- Strong interpersonal and public speaking skills; proven to be a strong, goal oriented leader

EDUCATION

University of Louisville (August 2007 – May 2011)
B.S. Communications

EXPERIENCE

Davies Meyer GmbH

Social Media Strategist
April 2018 – Present
London, UK | Hamburg, Germany

- Work as head of the Davies Meyer London office managing a staff of two Social Media Managers with a focus on English-speaking clients
- Create and implement social media strategies for clients across various industries ensuring diverse customer needs and goals are addressed
- Produce dynamic content plans, social media posts and creative assets for client marketing teams
- Develop advertising strategies through social media platforms addressing a variety of different target groups with tailored messaging unique to demographics and interests
- Collaborate with designers and developers to execute a creative response to client briefings
- Pitch campaigns to client executive teams and marketing departments articulating how our vision will achieve their established goals
- Leverage data analytics within social media platforms to analyze performance across key metrics and inform organic and paid strategy development throughout the campaign

PENTAX Europe GmbH

Digital Marketing Manager
June 2017 – April 2018
Hamburg, Germany

- Served as project lead for the development of an e-commerce system to sell accessories and spare parts for endoscopy products
- Managed the continued development of the MyPENTAX Medical customer portal - a web platform giving customers easier access to trainings, product manuals, etc.
- Developed Salesforce Sales Cloud and Marketing Cloud processes for usage throughout the EMEA market

Innovative Publishing, Inc.

Digital Strategist/Editor
October 2015 – October 2016
Louisville, KY

- Ensured material was clear and consistent, complete and credible, and that text was well written, grammatically correct and accessible
- Acted as main contact for clients representing numerous different fields
- Developed and wrote articles for a range of different publications. Comfortable with conducting interviews and researching to help shape the article
- Designed and implemented e-newsletters for a range of different clients
- Researched and progressed new practices to move Innovative Publishing further into the digital publication field

Luckett & Farley Architects, Engineers, & Construction Managers, Inc.

Marketing Coordinator
June 2012 – October 2015
Louisville, KY

- Planned and programmed a full redesign of internal website to include mobile friendly layout
- Reviewed and edited approximately 350 client proposals annually for overall content, flow, and grammar
- Maintained external and internal company websites with updated blog postings, project updates, and recent news
- Prepared shortlist presentations and proposal books consisting of 100+ pages of customized content for clients
- Coordinated the design and creation of in-office communications including posters, booklets, and PowerPoints
- Developed marketing strategies for a variety of sectors including healthcare, higher education, and state and federal government