

Experience

Digital Manager of Outreach - Isom Global Strategies

1/2021-Present

- Create motion graphics and video to promote internal and client brands
- Manage and design websites for clients, setup ads, SEO, and analytics
- Manage social media and email campaigns for internal and client brands
- Created and maintained relationships with influencers to promote brands
- Lead implementation and execution of strategies by coordinating subcontractors
- Report and collect web/ad/email analytics data to clients and team members
- Create and co-create marketing strategies for clients and internal brands
- Wrote copy for emails, websites, social media, etc. for client and internal brands

Marketing Associate - DatapointLabs

6/2018-6/2020

- Designed and maintained company website and software and created related print collateral
- Company saw a 10% increase in revenue each year after my take-over of marketing
- Coordinate marketing campaigns with domestic and international partners
- Managed company rebranding after acquisition to accommodate new brand standards
- Wrote copy for newsletters, press releases, and website
- SEO writing and web standards compliance

Community Outreach Manager, IPAAFF - Volunteer, Non-profit

1/2017-5/2018

- Organize volunteer workforce
- Managed WordPress website
- Created and maintained relationships with shareholders
- Managed fundraising through grants and donations

Marketing Intern, Ithaca Dining Services

6/2017-5/2018

Teaching Assistant, Ithaca College-Park School of Communications

9/2017-5/2018

Education

Ithaca College Ithaca, New York

Bachelor of Science, Communications Management and Design 2018

Senior of Color Inspiration Award

Multicultural Outstanding Academic Achievement Award 2016 & 2017

Park School Deans List 2015 & 2016

Skills

Website Development

HTML, CSS, PHP, SQL,
Javascript, JQuery, Java,
Python, Bootstrap, WordPress,
DIVI, Craft CMS, Google
Analytics, Google Search
Console, HotJar, ASP.NET, SEO

Video and Design

Adobe Creative Suite
Photoshop, After Effects,
InDesign, Premiere, Illustrator
Blender
Excel, Word, Google Drive

Personal and Social Media

UX design and research
Community Management
Project Management
Instructional Design
SEMRush, Brand24, Planable
Slack, Discord, MS Teams
ActiveCampaign, Mailchimp