**OVERVIEW**

Digital marketing manager with 5+ years with experience creating and executing digital marketing strategies with a focus on targeted marketing campaigns (advertisements and content-driven SEO, SEM, social media, content strategy and brand vision. I bring creative experience in marketing with management skills to grow organic traffic to match and surpass top competitors. My unique creativity along with other hard skills are an asset that can improve any company.

**SKILLS**

* Experience working with Adobe
* Strong 3-5 years of development experience with HTML5 /JS/CSS technologies
* Strong experience in Shopify, the framework design and development
* Expert in Amazon Seller Central
* Expert in management of online marketing campaign software such as Google Ads, Facebook Business Suite, Snapchat Ads, Tik Tok Business Manager.

**EDUCATION**

**Bachelors**-Business Management Savannah State University | Savannah, GA

**Graduate-** Marketing | Webster University | Pending

**Organizations** Member, Savannah State Football, 2015-2018

**EXPERIENCE**

**XenoPsi Media**

**Social Media Coordinator, New York 2021-2022**

* Developed and implemented social media posting strategies to drive online traffic to client's portals.
* Carry out lead generating campaigns including process, content creation, editorial calendar and reporting on the success of past/present campaigns
* Managed several successful Ad campaigns from analysis and ad word set-up to daily monitoring and tweaking.
* Collaborate with departments to ensure appropriate messages via social network portals.
* Serve as liaison with cross functional partners acting as a project manager to test, evaluate, prioritize, lead and implement digital initiatives
* Implanted use of Tag Management across various platforms IE: (Google Tag Manager)

**Red Ventures**

**Digital Marketing Analyst, Remote - Contract 2021**

* Assisted in the development of unique bespoke programs for advertisers that use the companies’ brands and capabilities, as well as others, spanning media, data, social, custom content, and experiential.
* Created a performance framework and strategy to assist Account Managers in tracking campaign guarantees and performance.
* Kept up to date on the changing social media components, including competition, new platforms and formats, trends, and talent.
* Created and put into action social campaigns and product features. Analyze their performance in relation to key performance indicators (KPIs) that are aligned with the overall corporate goals. Managed the creation of user-centric features and flows to improve the customer experience and create value to the business.

**S.C.U.M, (Smith Consulting & Universal Marketing)**

**Marketing & Social Media Coordinator, Miami 2017-2020**

* Manage all social media accounts. Increased following by 100% organically (Instagram, Twitter, Facebook)
* Stay up to date with the latest market trends and create new ideas to increase engagement.
* Develop ad campaigns to drive up social media traffic with a sale conversion rate of 25.21. (Google Ad , Facebook, Snapchat, TikTok )
* Preserve the brand integrity by monitoring the quality and consistency of the content. Posting content on a strategized schedule and not over saturating channels.
* Manage ad budget and keep targeting within the means of brand niche.
* Interact with customers and followers, giving feedback to their questions and concerns
* Connect with social media influencers to raise brand awareness
* Create target-based content based on market research demographics (Photoshop, Illustrator)

**JDX Solutions, Savannah**

**Digital Marketing Director 2019-2020**

* Led the company in creative content and design using adobe programs and other production platforms to

bring brand awareness to the company.

* Led in creating marketing materials such as apparel, logo creation, flyers and others.
* Created ad campaigns using SEM strategies to create more customer engagement which led to a 100% increase in revenue in select targeted products.
* Formed email marketing and social media marketing plans with other departments to increase traffic organically.
* Aided in increase in company revenue by 20% in the 1Q of arrival.
* Collaborate with local companies and NPOs to bring their marketing plans to life.
* Stay up to date with market trends, latest practice trends, and also competition in the area
* Anticipate sales performance trends
* Oversee budgets to ensure the company’s strategies are effective and gaining new customer acquisitions

**Sports Marketing**

**Roc Nation, New York – Intern 2018**

* Maintain client relationships and daily calendars so that communication is communicated effectively through all respective parties.
* Aided sports executives and marketing managers in syndicated research departments during data analysis, research design and reports.
* Create custom data reports that would supplement statistics for contract negotiations of three highly touted NFL players.
* Assist in creating unique strategies for player marketing campaigns.
* Assist in reviewing marketing and endorsement agreements for clients
* Provide day-to day administrative duties to general counsel.
* Provide lifestyle management assistance to clients

**Sellers Inc LLC, Miami**

**Marketing Intern 2017**

* Analyze key data from market research to ensure the company can stay competitive by implementing new ideas when offering services.
* Created newsletters, promotions, and media alerts for the company’s subscribed following (Email Marketing)
* Increase SEO and SEM optimization by implementing key words and other methods to increase visibility for the provide services of the company.
* Took part in the creation of the company website.
* Participate in the scheduling and brainstorming of business advancement seminars for the end of each month.
* Aided in putting together consultation events for the community.
* Help grow the company’s social media following. Over 1000+ followers between all channels
* PWP (Parenting Without Partners), helped with marketing to bring awareness for them to get the care and support needed.