|  |  |
| --- | --- |
| **Brenda Yahm** **Brendayahm.com** | Hollywood, FL ▪ 360-975-1520Byahm18@yahoo.com LinkedIn.com/in/Brenda-yahm |

Solid and savvy digital marketing strategist with expertise in paid media across multiple industries, including Television, Hospitality, Healthcare, Startups, Technology and Agencies. Highly creative with experience identifying target audiences and activating campaigns that engage, inform, and motivate. Inclusive leadership style with a proven talent for influencing cross-functional teams to align with goals and objectives. Excellent verbal, written, and presentation skills; comfortable interacting with all levels of an organization. Fully remote-work capable.

|  |  |  |
| --- | --- | --- |
| * Google Ads
 | * Facebook/Instagram Ads
 | * LinkedIn Ads
 |
| * TikTok Ads
 | * Bing Ads
 | * Market Research & Analysis
 |
| * Content Strategy
 | * SEO
 | * Email Marketing
 |

**Professional Experience**

**Netradyne 2022 - Present**

**Digital Marketing Manager (Paid Media)**

Led and implemented digital marketing strategies for this Saas company focused on AI dashcam technology. Developed pipeline marketing projects utilizing paid media across Google/YouTube, LinkedIn, and Facebook to drive velocity in sales funnel and drive lead generation. Collaborated with cross-functional stakeholders to create ads, landing pages, email marketing, sales scripts, presentations, and targeted social media content.

* Managed programmatic ad placements with industry advertisers and created ad copy, campaigns, and reports.
* Led the development of the webinar and podcasting program for third-party content and in-house production.
* Created and optimized landing pages to drive new leads and/or accelerate leads through the sales cycle.
* Optimized paid social media to drive awareness and lead generation.

**Byrna Technologies 2021 - 2022**

**Digital Marketing Manager**

Led and implemented digital marketing program within a $500k budget for this e-commerce self-defense tech company. Collaborated with cross-functional stakeholders to create paid media ads, email marketing, video content, blogs, and targeted social content. Facilitated creation for blog and social channels from planning to execution.

* Captured a ~25% increase in followers by initiating a social media influencer strategy.
* Increased user engagement and revenue by updating the website with Shopify and creating new digital ads.
* Drove ~$200K in direct sales leveraging a PR event written for a specific influencer for Fox News (National).
* Affected ~$140K in sales from influencer marketing campaigns (separate from Fox).
* Influenced +$800K in sales attributed to email specifically featuring my content.

**Self-Employed 2018 – Present**

**Paid Media Strategist**

Managed paid media campaigns (Google, Bing, LinkedIn, Instagram, Facebook and TikTok) and other digital marketing efforts including content, and influencer/social media strategy for agency clients, including political campaigns, real estate, SaaS, technology, education, e-commerce and restaurants and service-based businesses. Facilitated client and stakeholder meetings to update content, social, and paid initiatives. Analyzed and shared client strategies to maximize digital investments with regular reports and meetings.

* Increased lead generation through ad campaigns on average of 50%.
* Decreased cost per lead on average of 60%.
* Consistently drove awareness, sales and leads to numerous clients through continued optimization and analysis of digital campaigns with monthly spending up to $600,000.

## **ClinCapture 2019 - 2021**

### **Digital Marketing Manager (Paid Media)**

Ran a team of four and a budget of $300K. Established the marketing strategy for a cloud-based eClinical software provider. Implemented comprehensive strategic elements including demand and lead generation, paid advertising (Google, LinkedIn, and Facebook), email campaigns, SEO/SEM, social media, blog content, white papers, case studies, and webinars. Conducted interviews for blog posts.

* Grew traffic by 20% in one year using optimized search engine marketing campaigns.
* Influenced 68% of LinkedIn hits, brand awareness, and ad campaign management techniques.
* Increased lead generation by 10% through digital ads, contributing to company growth during COVID-19.

## **Caesars Entertainment 2019 - 2020**

### **Digital Content Manager**

Developed content strategy for the “brand journalism initiative” for this leading hospitality and gaming company. Managed the post-merger content process for the Eldorado Resorts and Caesars Entertainment integration. Implemented a communications distribution plan and oversaw production to reach specific cross-enterprise stakeholders and audiences. Recruited and onboarded Strategy Team professionals. Created and edited corporate website and social media messaging. Optimized Facebook ads to drive more viewers to the corporate website.

* Increased online newsroom page views by 10% through introducing brand journalism to boost newsroom news.
* Realized increase of 20% overall corporate content page views via brand journalism, social media distribution efforts, and email marketing.

**FOX5-TV 2015 - 2018**

**Digital Content Manager**

Directed a team of skilled designers creating web and social media content. Acting Managing Editor over the production process. Accelerated website creation activities to deliver within 14 days.

* Achieved highest digital platform rankings in the Las Vegas market by being first to market news reporting, reputation for accuracy, and deploying engaging content in the distribution channel to raise viewers’ brand awareness.

**Education and Certifications**

**MBA, Marketing,** Louisiana State University

**BA, Communications, and Journalism,** Ashford University

**Digital Marketing Certificate**, Purdue University