

LEAH CURRENCE

SOCIAL MEDIA AND MARKETING DIRECTOR

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OBJECTIVE

I am actively seeking to transition into a space where I can continually grow my passion as a marketer by being challenged to deliver exceptional creativity through learning new concepts that build on my current prowess. I am hungry to experience the beauty of collaboration via the art of marketing while achieving a purpose that is greater than the sum of its parts.

EXPERIENCE

BENTLEY SKINCARE & WELLNESS | MARKETING DIRECTOR

June 2023 – June 2024

- Strategically curated monthly specials from local target market research and internal collaboration that grew client acquisition to a 53.4% increase in unique customers compared to the previous year.
- Proactively guided digital SEO and SEM campaigns through relevant website blogs that managed to gather on average 2,750 organic website leads a month.
- Maintained social media marketing, SEO, and content creation for Facebook and Instagram through monthly pillar posts that grew engagement for non-follower Instagram accounts to a 59%+ increase.
- Grew productive brand awareness via digital marketing by frequently sending relevant email and text campaigns to over 1,000 clients at a time that resulted in an overall 47.8% jump in appointments and a tripling of monthly revenue compared to the previous year.

COXHEALTH | PHLEBOTOMY TECHNICIAN

Apr 2022 – Sept 2023

- Skilled and experienced in performing venipuncture and capillary puncture procedures.
- Proficient in adhering to strict protocols and maintaining the integrity of specimens.

COXHEALTH | COVID ENTRANCE SCREENER

Aug 2020 – Feb 2022

- Upheld a Covid visitor policy for the hospital with a rounding system to log-in on average 50+ visitors per shift.
- Trained new hires to assess, communicate, and professionally proceed in an array of confidential situations.

EDUCATION

Missouri State University, BS Marketing Management

May 2023

- Missouri A+ Scholarship recipient
- Don Calame Student Fund Marketing Scholarship recipient
- Phi Theta Kappa Scholarship recipient

SKILLS & ABILITIES

Social Media Marketing: Adept at Instagram, Facebook, Hootsuite, integrated marketing campaigns

Digital Marketing: Proficient in Vagaro email/text campaigns, SEO, SEM, WordPress, Google Keyword Planner, Google Ads, Google Analytics, Google Workspace

Content Creation: Canva, CapCut, TikTok, Adobe Creative Cloud Suite, copywriting, creativity

Project Management: Notion, Google Workspace, Microsoft Office, HubSpot (CRM), marketing automation, multi-point collaboration, multi-tasking, organization, leadership