

Summary:

Experienced digital marketing professional with over a decade of proven success in brand strategy, digital communications, and social media management. Expertise in website optimization, content strategy, and integrating external agencies and vendors with internal teams.

Work Experience:**Digital Communications Manager, VCU School of Business, November 2020 - Present**

- Develop and manage implementation of content strategy for school's website, digital displays/ads, social media and newsletters
- Manage and edit all digital content creation for website and social media channels including press releases, articles, videos, and social posts created by the marketing team and our vendors
- Oversee and manage all website operations including maintenance, UX optimizations, design refreshes and expansion
- Lead analysis and reporting of digital content performance

Digital Content and Social Media Specialist**VCU School of Business January 2019 - November 2020**

- Led UX research on website navigation refresh
- Launched and maintained school wide social media content strategy
- Led social media crisis communications during social unrest and COVID
- Managed vendors for production of video assets for various campaigns
- Responsible for regular website updates, expansion, and optimization
- Manage a freelance web developer and a team of student workers

Freelance Brand Strategist**Cornerstone Architecture & Interior Design May 2018 - October 2019**

- Developed new brand identity during company's leadership transition including logo development, marketing collateral and website redesign
- Provided Cornerstone's new development clients with brand identity consultations that ultimately informed interior design process
- Developed PR strategy, social media content plan, secured new media contacts and nurtured media relations

Associate Experience Strategist**Wunderman DC October 2016 - August 2017**

- Created brand strategy for digital patient support program
- Partnered with UX team to develop user flows and CRM programs
- Facilitated brainstorming workshops with clients
- Responsible for social media reporting, and POVs on trends
- Developed social strategy for Facebook and Twitter unbranded pharma campaign and introduced remarking strategy for paid ads

Marketing Consultant**August 2014 - December 2023**

- Serviced 20+ clients ranging from industries including: wine & spirits, tech startups, real estate, energy, health & wellness, and non-profits
- Provided marketing services for local businesses including brand identity development, web design, graphic design, market research, press releases, content strategy and social media management

Education**VCU Brandcenter 2016**

M.S in Business
Concentration in Brand Management

James Madison University 2014

B.A in Media Arts & Design

Skills

Brand Strategy
Consumer Research
Content Strategy
Copywriting and Editing
Digital Strategy
Event Planning
Media Relations
SEO/SEM Optimization
Social Media Management
UX/UI Optimizations
Video Editing
Photography
Web Design

Tools:

Google Analytics 4
Tableau
Meltwater
Sprout Social
Adobe Creative Suite
TerminalFour
WordPress

Wine Education:

WSET 3 certified

Languages:

Portuguese (native fluent)
French (intermediate)