

Dynamic marketing professional with proven success in crafting and executing data-driven campaigns across digital channels. Results-oriented strategist skilled in optimizing email marketing flows, reducing unsubscribe rates, and boosting engagement through targeted segmentation. Versatile content creator adept at blending compelling copy with design to deliver seamless brand experiences across email, web, and social platforms. Insightful collaborator experienced in managing cross-functional teams, aligning messaging with business goals, and delivering measurable ROI. Detail-focused communicator with strong command of SEO, landing page optimization, and campaign analytics. Creative storyteller with a sharp editorial eye, consistently producing high-impact content that resonates with diverse audiences.

## Areas of Expertise

Email Marketing Strategy | Marketing Automation (Salesforce, HubSpot, MailChimp) | Campaign Performance Optimization  
Customer Journey Mapping | A/B Testing & Data Analysis | Full-Funnel Campaign Development | Lead Generation & Conversion  
Search Engine Optimization (SEO) | Landing Page Design (HTML/CSS) | Digital Content Strategy | Web Analytics & Reporting  
Social Media Marketing (Facebook, LinkedIn, Instagram, Twitter) | Video Production & Editing (Premiere Pro, After Effects, OBS)  
Cross-Functional Team Leadership | CRM & Database Segmentation | Brand Storytelling & Copywriting  
Public Relations & Media Outreach | Paid Media & Smart Bidding Strategies

## Career Experience

Teachers of Tomorrow

August 2021 – March 2025

Digital Marketing Specialist – Email

Drive digital email marketing strategies to optimize engagement and maximize conversion rates for both B2B and B2C sectors within professional development companies. Coordinate and analyze email and text campaigns, leveraging data insights to enhance future marketing initiatives. Conduct competitive analysis to maintain Teachers of Tomorrow at the forefront of the industry. Oversee website management and content development, ensuring alignment with marketing objectives. Utilize Salesforce and HubSpot to execute precise email campaigns, orchestrating customer journeys tailored to audience needs.

- Won Innovation Award for leading design of intern portal tailored to user behaviour and customer mindset.
- Improved customer journey engagement by 20% while reducing unsubscribes by 10%, earning the Teachers of Tomorrow Innovation Award for these contributions.
- Designed landing pages achieving SEO scores over 80 through HTML and CSS, improving alignment with campaign goals.
- Generated \$100K through effective campaign management, leveraging campaign analytics for strategic adjustments.
- Reduced email unsubscribes by 26% by enabling audience to opt out of segmented campaigns instead of full lists.
- Launched 20+ full-funnel email campaigns with custom landing pages, blending copy with design for seamless CX.
- Drove \$100K+ in revenue at Teachers of Tomorrow through strategic campaign orchestration and conversion focus.
- Published 50+ issues of internal and external newsletters with original content, curated insights, and consistent delivery.

WSI Expert Marketing

March 2020 – August 2021

Digital Marketing Coordinator

Redesigned WSI eCommerce platform, streamlining UX to improve conversion flow. Led SEO and advertising teams, driving sustained growth in qualified traffic. Launched integrated social strategy, aligning SEO, paid media, content, and development teams for ROI-focused campaigns. Managed client relationships, translating objectives into clear marketing execution and results. Edited high-impact video ads that boosted traffic and audience engagement.

- Headed cross-channel marketing strategy, overseeing SEO, paid ads, and content initiatives; managed contractors and external teams to ensure aligned execution.
- Produced promotional videos from concept to final cut, strengthening client brand presence.
- Directed over 25 multi-channel campaigns, coordinating SEO, PPC, social, and web teams to achieve performance targets.
- Managed marketing operations for four companies, overseeing \$240K+ in campaign revenue.
- Increased engagement by 30% through refined targeting, smart bidding, and performance optimization.
- Managed and optimized client accounts; integrated feedback, produced performance reports, and streamlined communication workflows.

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Powers Law Group

January 2020 – March 2020

Marketing Assistant

Developed branded content strategies; scheduled and published daily posts across Facebook, Instagram, LinkedIn, Twitter, and Google My Business. Led weekly team briefings; aligned strategies and optimized campaigns using performance metrics. Designed and distributed biweekly MailChimp newsletters; boosted open and click-through rates through targeted, curated content. Analyzed campaign data monthly; implemented improvements based on insight-driven decisions.

- Launched and promoted weekly livestreams via OBS; filmed, edited, and published using Premiere Pro and After Effects.
- Secured media coverage through press outreach; managed PR to elevate firm visibility with consistent messaging.
- Optimized WordPress content using SEO best practices; increased organic traffic and search rankings.
- Managed logistics and media for firm-hosted legal event; hired crew and streamed coverage live on Facebook.
- Doubled social engagement in 90 days through consistent content planning and cross-platform integration.

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CReed Global Media

May 2018 – November 2019

Communications Specialist

Led the development and execution of integrated communication strategies to enhance brand awareness and promote organizational goals. Created and managed engaging content across digital platforms, including websites, blogs, social media, and marketing materials. Oversaw media relations, cultivated key stakeholder relationships, and analyzed communication metrics to inform data-driven improvements. Represented the company at industry events, generating real-time multimedia content to expand reach and visibility. Researched market trends and competitor strategies, producing recommendations to refine communication efforts.

- Directed content strategy for internal/external channels, including video, website, email, and promotional materials.
- Produced high-quality video content, managing all aspects of filming and editing to ensure strong brand representation.
- Crafted press releases, journalistic narratives, and media kits in AP style, increasing visibility and media pickup.
- Spearheaded the creation of micro-ads and short-form videos, optimizing them for social media impact.
- Mentored and led a team of interns in copywriting, storyboarding, public relations, and marketing content development.

## Education

Bachelors in English Literature

University of Houston, Houston

Associate degree

Lone Star College System, Houston