

CANDIDATE SUMMARY

Creative marketing professional with 7+ years of experience in integrated marketing, specializing in content strategy, social media management and campaign development for diverse consumer brands across various industries. Proven success in crafting brand narratives and storytelling frameworks that drive engagement and support product launches. Demonstrated ability in leading diverse internal teams to execute GTM plans and optimize digital performance across platforms. Passionate about leveraging data to create content that resonates, transforming audiences into loyal brand advocates.

CORE SKILLS

Technical: Jira | Tableau | BrandWatch | Google Analytics | Hootsuite | Sprout Social | Canva | Adobe Premiere Pro | SEO | WordPress | Ads Manager (Google, Meta, TikTok, LinkedIn, X)

Management: Strategic Planning | KPI Management | Team Leadership | Adaptability | Cross-Functional Collaboration | Budget Allocation | Stakeholder Briefings | Agile Marketing Methodologies

EXPERIENCE

FREELANCE – Self Employed

Remote

Marketing Consultant

March 2024 – Present

- Delivered strategic direction and actionable insights to clients, identifying key opportunities to refine content approach, optimize organic strategies, and improve brand consistency across web, social media, email and SEO, resulting in enhanced audience engagement and stronger brand positioning.
- Developed media plan recommendations and editorial social media calendars for beauty brands, retail companies, non-profit organizations, and entertainment collectives, aligning communications with seasonal and audience-specific trends.
- Conceptualized, produced, and edited high-performing video content for local businesses and public figures with 75K+ followers for TikTok and Instagram, driving a 35% increase in audience engagement and amplifying reach to non-followers.
- Developed and optimized cross-platform brand messaging for Instagram, Facebook, and TikTok, leveraging deep audience insights and SEO best practices to drive audience growth and increased click-through-rate across channels.

edX – Online Education Platform

Remote

Content Strategy Lead, Global Consumer Brand

September 2022 – March 2024

- Led cross-functional teams to craft captivating brand content for organic social media, web & app, video ads and email, establishing edX programs and education offerings as a trusted source of knowledge for a 3M+ digital audience. Approved final creative assets to ensure alignment with brand goals.
- Drove rapid growth of edX's TikTok channel to 59K followers in less than 12 months by leveraging TikTok Ads Manager, high impact short form content and fostering long term influencer partnerships. Delivered multicultural creative direction, aligning concepts and messaging with edX's global ethos.
- Negotiated and secured influencer partnerships through agencies to amplify campaigns on YouTube Shorts, achieving a 25% lift in lead generation among target demographics. Led the development of creative briefs, scripts, storyboards and budget management tools to optimize resource allocation.
- Optimized paid media campaigns across Instagram, LinkedIn and Meta, leveraging tools like Google Analytics and Tableau to track performance metrics and refine strategies. Achieved a 20% improvement in ROI by optimizing cost-per-click, ensuring efficient budget allocation across channels.
- Spearheaded the creation of the social-first 'Fuel Your Ambition' landing page, crafting a unified brand narrative and visual identity tailored to target personas. Directed UX design, SEO, and multi-platform storytelling to align with the editorial social media calendar—driving over 35K leads in Q2-Q3.
- Oversaw the launch and content development process for digital courses and products for top tech clients, including Amazon, Microsoft, and Google.

2U, Inc. – EdTech Company

Maryland, USA

Social Media Strategist

June 2020 – September 2022

- Engineered data-driven social media strategies for world-renowned universities and HBCUs, leveraging audience insights, SEO principles, and analytics tools to effectively execute thought leadership articles, social media content and virtual events, driving conversions for degree programs.
- Developed and executed quarterly multi-channel brand campaigns to meet specific business objectives, such as boosting program registrations and seasonal engagement, resulting in a 30% increase in user engagement and generating hundreds of new leads via social media referral.
- Crafted CTA strategies, curating platform-specific content and paid landing pages, achieving 700+ sessions and 180+ qualified leads in one month.
- Ensured brand and regulatory compliance by collaborating with legal teams and embedding risk-mitigation practices into social media workflows.
- Spearheaded the end-to-end execution of thought leadership webinars on LinkedIn and Meta, including backend setup, technical testing with stakeholders, and seamless live hosting. Skillfully moderated live chat, managing audience engagement, and facilitated thought provoking conversations to showcase subject matter expertise and enhance brand authority.

Social Media Coordinator

August 2018 – June 2020

- Designed and implemented monthly social media content calendars for global education brands, including Harvard, USC, and NYU, leveraging advanced audience insights and trend analysis to drive engagement and establish distinct brand personas.
- Conducted campaign performance analysis, benchmarking against KPIs, and presented actionable insights for optimization to leadership.
- Led quarterly social media audits for university partners, analyzing audience demographics, lead generation, and engagement patterns across owned and paid channels. Presented insights to 10-20 colleagues and partners during quarterly meetings, driving strategic brand improvements.
- Trained new hires on internal workflows, Adobe Creative Suite, and social media best practices, ensuring consistency in team output and alignment.
- Oversaw engagement across 60+ channels, integrating audience feedback and crisis management protocols to maintain brand consistency and trust.

SURETYBONDS.COM – *Online Surety Bond Marketplace*

Missouri, USA

Digital Marketing Strategist

September 2017 – August 2018

- Enhanced website engagement by creating SEO-driven landing pages, long-form articles, and meta descriptions, boosting search engine visibility by 15%. Used Google Analytics and HootSuite social listening to identify target audiences and refine strategies.
 - Created and managed Google Ads campaigns, utilizing targeted keywords to achieve top-ranking search results and drive B2B website traffic. Optimized ad performance through data analysis, resulting in a 40% MoM increase in engagement and a 20% improvement in click-through rates.
 - Developed and scheduled monthly Twitter content, directing followers to blog posts, product offerings, and other resources addressing small businesses' insurance needs. This approach boosted engagement by 50%, increased followership by 100% in one year, and drove a 30% boost in website traffic from social referrals, expanding the company's digital presence.
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EDUCATION

SYRACUSE UNIVERSITY | *Syracuse, New York*

Master of Business Administration — Marketing Management

- ❖ Relevant Coursework: Global Entrepreneurial Management | Strategic Brand Management | Market Research | Data Visualization
- ❖ Applied entrepreneurship principles to launch *The Gold Variety, LLC*, an immersive travel startup focused on curating group experiences.

UNIVERSITY OF MISSOURI | *Columbia, Missouri*

Bachelor of Science – Business Administration

George C. Brooks Scholarship Award | South America Study Abroad | Alternative Breaks Site Leader | Trulaske Leadership Conference Marketing Chair