

CORE SKILLS

- Social Media Management
- Digital Marketing
- Content Creation & Scheduling
- Email Marketing Campaigns
- Brand Development & Messaging
- CRM/CMS Management
- Lead Generation Support
- Community & Client Engagement
- Vendor & Stakeholder Coordination
- Project Management
- Website Content Updates
- Canva & Visual Content Design
- SEO & Website Optimization
- Analytics & Performance Tracking
- Training & Onboarding
- Marketing Operations
- Process Improvement
- WordPress & Squarespace

PROFESSIONAL SUMMARY

Marketing and digital strategy professional with experience supporting multi-channel marketing initiatives, social media management, client engagement, onboarding, and content development. Developed content calendars, branded social media assets, and digital marketing materials for small business clients. Skilled in coordinating campaigns, managing marketing platforms, creating branded content, and improving workflow efficiency across fast-paced environments. Known for strong communication, organization, and the ability to take ownership of projects while balancing creativity with operational support.

MARKETING & SOCIAL MEDIA

content calendar creation video content, multimedia content, communications, SEO, reputation management, project management

PLATFORMS & TOOLS

KV Core/Bold Trail, Canva, Adobe, WordPress, CRM/CMS Management, Mailchimp, Analytics, SEO, Meta Business Suite

EXPERIENCE

MARKETING & TECHNOLOGY SPECIALIST / LEADERSHIP ONBOARDING SUPPORT

Weichert, Realtors MTS | 3/21 - 3/26

- Managed marketing and technology support for real estate agents across the Pennsylvania and Delaware region
- Created and coordinated email campaigns, branded marketing materials, and social media content to support lead generation and agent visibility
- Assisted agents with website management, CRM usage, and digital marketing tools to improve marketing performance and client engagement
- Produced onboarding materials, presentations, and training resources to support adoption of marketing platforms and systems
- Collaborated with leadership and agents to maintain consistent branding and marketing communication across multiple offices
- Managed multiple projects and deadlines simultaneously in a fast-paced, client-facing environment
- Supported targeted outreach campaigns using CRM platforms including BoldTrail
- Coordinated digital marketing content, social media scheduling, and branded communications across multiple offices and platforms.

PIERCE DIGITAL CREATIVE

Web/Graphic Design, Technology Training & Digital Marketing Strategy 6/07-3/21

- Developed marketing strategies, branded content, and promotional materials for small businesses across digital and print platforms
 - Managed social media, email campaigns, lead generation, website updates, and client communications across multiple accounts
 - Built and maintained WordPress and Squarespace websites focused on branding, SEO, and user experience
 - Trained clients on CRM systems, website management, marketing tools, and social media platforms
 - Coordinated projects from concept through execution while supporting brand positioning and customer engagement initiatives
 - Developed content calendars, branded social media assets, and digital marketing materials for small business clients.
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AUTISM TRANSFORMED

Digital Marketing Assistant | 09/2019 - 3/2020

- Supported digital outreach and marketing efforts to improve online visibility and community engagement
 - Updated website content and implemented SEO improvements
 - Managed email campaigns and membership communications using Simplero CRM
 - Designed graphics and digital assets for online courses and marketing materials
 - Assisted with technical website support and user experience improvements
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LEARN REIKI PHILADELPHIA

Web Design, Graphic Design, Marketing training | 2014-2021

- Revamped entire brand strategy to transition into an online entity during COVID
 - Trained this business owner in a multitude of technologies to create membership based online offerings
 - Trained in Social Media Strategy
 - Established analytics reporting for benchmarking success
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BEYOND ASANA

Digital Marketing Assistant | 07/2013 - 10/2014

- Built and updated WordPress websites and online membership platforms
 - Created graphics and scheduled social media content across multiple channels
 - Edited video and digital content for marketing and online course materials
 - Trained business owners on website and marketing platform management
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THE ANTHEM INSTITUTE

Graphic Design, Multi-Media, Web Design Instructor | 10/06 - 4/11

Taught in a post secondary educational setting

Classes Taught: Html, Intro PHP, CSS, Web Theory, Dreamweaver, Photoshop, Illustrator, Indesign, Design Basics, Quark Flash, and actionscript. Professional Development, Portfolio Solutions, Business Communications.