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## Content Strategist

Creative digital marketer and content specialist who executes innovative marketing projects spanning from a local to global level. Delivers impactful creative for multiple key projects simultaneously while maintaining timelines.

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**Skills**      Content Marketing | Project Management | Creative Strategy | Web Optimization | Event Marketing

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## WORK

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### Digital Marketing Coordinator @ IHG

Atlanta, GA 06|14 - 05|15

*Concept creator of digital content (banners, landing page and copy) for special "New York Extra 10% Cashback" Affiliate and Media campaign*

- Reviewed, edited and wrote ad copy for Affiliate publisher media placements
- Curated and edited hotel and lifestyle images for several campaign creative deliveries
- Updated IHG Travel Center page and partner sites with special offers and seasonal campaigns content
- Created monthly affiliate PartnerConnect newsletter comprised of brand promotions; sent to 1500+ partners
- Revamped design and content of AMER Digital Marketing internal site; a key resource and reference guide
- Monitored PartnerConnect inquiries and facilitate onboarding of new partners via Commission Junction
- Compiled and delivered campaign performance reports to senior executives and stakeholders
- Created and updated annual project calendars and road maps (e.g., campaign, KPOs, reporting)
- Reconciled invoices, performed audits, created presentations, communicated updates
- Raised IHG brand recognition by submitting the mobile app's Anywhere Check In for an OMMA award
- Acted as a liaison between stakeholders and partners to ensure online brand consistency of the new EVEN Hotels by performing ongoing audits and updates
- Presented 10 stories about the social and mobile industry for bi-weekly interactive marketing meetings

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### Image Research & Content Specialist @ DigitalSherpa

Norcross, GA 11|12 - 1|14

*Average traffic stats for my most successful clients: 30% increase in pageviews | 40% increase in unique visitors  
40% increase in page/visit | 65% increase in average site duration | 50% decrease in bounce rate*

- Wrote, edited, optimized and published 3000+ blogs for real estate, design and construction clients
- Curated and edited images for 25+ design clients
- Wrote a "Links of the Week" column on company blog highlighting social media and content marketing news
- Wrote engaging Facebook posts highlighting local businesses, events and company updates
- Trained fellow co-workers on best practices for digital photo publishing including: photo-editing, copyright laws and reputable sources

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### Event Project Lead @ Various Clients

Atlanta, GA 2010 - Present

*Have generated \$100k in revenue for various events as a brand ambassador and event project lead*

- Greeted and assisted almost 2000 guests for one of the largest tradeshows in the country
- Educated buyers on how to navigate the AmericasMart app using an iPad
- Distributed credentials, checked in and assisted VIPs, artists, speakers, sponsors, media, attendees, etc
- Sold, verified and redeemed tickets at troubleshooting/information desks
- Executed event set-up, breakdown and backstage logistics
- Composed, scheduled and monitored conference sponsors and guest interaction tweets
- Performed entertaining 10-minute info spiels to 150+ guests multiple times a day

Fight for Air Climb | Ponce City Market | Decatur Book Festival | Atlanta Cycling Festival | High Museum | Alliance Theater  
Atlanta Jewish Film Festival | AmericasMart | Candler Park Festival | Essentials Music | CounterPoint Music Festival  
Women Interactive Creative Technology Festival | A3C Hip Hop Festival | TomorrowWorld Festival | ONE Musicfest | Gwinnett County Primary  
Election | The Great Bridal Expo | Digital Summit Conference  
"Wicked" Musical | GSU Athletics | World of Coca-Cola