

Experience

Digital Marketing & Advertising Manager at Noise New Media 2022 – Present

- Strategic Media Buying & Campaign Optimization:
 - Plan, execute, and optimize media buys across key digital and social media platforms including Facebook, Instagram, TikTok, and StackAdapt to maximize reach and engagement.
 - Monitor performance metrics, adjust bidding strategies, and implement A/B testing to ensure campaigns deliver optimal ROI.
- Email & SMS Marketing:
 - Design and deploy targeted email and SMS campaigns using platforms such as Hive and SimpleTexting.
 - Manage audience segmentation and messaging calendars to tailor communications and ensure that marketing efforts resonate with specific customer groups.
- Content Creation & Social Media Management:
 - Write compelling copy for diverse social media channels, adapting tone and style to suit platform and audience.
 - Organize and maintain an internal social content calendar while scheduling and tracking posts via Agorapulse to ensure consistent brand messaging and optimal post timing.
- Creative Asset Development:
 - Design, resize, and manipulate visual assets such as social graphics and website banners using industry-standard tools like Photoshop and Creatopy.
 - Develop and edit engaging video content including reels and basic video files with tools like CapCut and Premiere Pro, ensuring multimedia content aligns with brand guidelines and campaign objectives.
- Collaborative Campaign Innovation:
 - Actively participate in brainstorming and ideation sessions, contributing innovative ideas that drive creative campaign strategies.
 - Collaborate with cross-functional teams to seamlessly integrate creative concepts into actionable marketing plans.
- Performance Analysis & Reporting:
 - Monitor, record, and analyze digital marketing activities and trends using industry tools, preparing detailed performance reports.
 - Utilize data insights to inform ongoing campaign adjustments, ensuring continuous improvement and alignment with key performance indicators.
- Market Research & Trend Analysis:
 - Stay ahead of the curve by continuously researching and evaluating current social media marketing trends, online advertising techniques, and emerging digital platforms.
 - Leverage market insights to refine strategies and propose innovative solutions that position the brand competitively in a fast-evolving digital landscape.

Freelance Photographer, Designer & Videographer 2018 – Present

Digital Marketing Manager at Whitehardt 2021 – 2022

Brand Awareness Coordinator at AP Live 2019 – 2021

Social Media Intern at Rolling Hills Community Church 2019 – 2021

Education

AS, Mass Communications 2018 – 2020 Columbia State Community College

Certifications

TikTok Media Buying Certification Issued 2024 Credential ID 113949704

Meta Certified Media Buying Professional Issued 2024

Meta Certified Creative Strategy Professional Issued 2022