

Briana L. Wick



Master of..

Writing & Editing - Social Media Marketing
Digital Marketing - SEO - Paid
Search/PPC/CSE - Email Marketing - Web
Analytics - Leadership - Communication

Who am I?

*Witty conversationalist meets
passionate word connoisseur.*

Professional Experience

Social Media & Digital Marketing Specialist

Drs. Foster and Smith
2014-present
Rhineland, WI

- * Manage all social media platforms: Facebook, Twitter, Instagram, Pinterest
- * Create & execute social marketing plans to increase engagement, likes, ROAS
- * Collaborate with executive planning team to build new marketing initiative to increase customer aquisition
- * Manage display advertising agency design, execution & analytics
- * Analyze online customer behavior & adjust social media marketing efforts to meet changing customer base
- * Project manager for mobile website design, launch & live maintenance

COLE Publishing Inc.
2009-2014
Three Lakes, WI

Digital Editor

- * Interviewed industry professionals, hired freelance writers, organized editorial schedules & website content

- * Coordinated with sales reps & advertisers to ensure content clearly conveyed brand
- * Conceptualized & wrote website content (feature stories, press releases, marketing blurbs, blogs, social media posts, etc.)
- * Used in-house Web-based CMS to manage content & coordinate assignments
- * Tracked reader interest & page visits through GA to increase CTRs & measure website traffic
- * Managed online content for 8 trade publication websites
- * Developed online article library

Writer & Editor

Social5
2015-present
Freelance

- * Write Facebook posts, tweets, emails & blogs for nationwide clients
- * Manage team of 2-3 writers each with 3-7 monthly assignments
- * Project-based monthly writing assignments
- * Promoted to editor after 1 month of writing

Social Media Resource Partner

- * Manage social media for newly published author on Facebook, Pinterest & Goodreads
- * Ghostwrite weekly blog posts (500-1,000 words) for author

Girl Friday Productions
2016-present
Freelance

- * Maintain regular contact with author for updates and writing progress

Education



St. Norbert College
De Pere, WI

Bachelor of Arts
English

Foundation for Int'l Education
London, England

Study Abroad

8-week internship at weekly business fashion publication
English literature & cultural diversity

Skills



Software Savvy

Percolate, Bridge, Microsoft Suite, Photoshop, Acrobat, InDesign, Wordpress

Operating System Master

Windows XP, 7, 8, 10, PC & MAC systems, iPhone, Android

Analytics Guru

Google Analytics, Adobe Analytics, Google Adwords, highly proficient @ html formatting



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