



NAOMI SHIF

MARKETING & COMMUNICATIONS PROFESSIONAL

ABOUT ME

I'm a creative, detail-oriented, and highly experienced marketing and communications professional with expertise in designing, writing, and publishing successful multi-media communications. An ambitious, dedicated, and collaborative individual with a proven track record of effectively engaging peers, senior leaders, and clientele to achieve project-specific goals that drive audience engagement, and strengthen brand impact.

EDUCATION

UNIVERSITY OF CENTRAL FLORIDA

2011 - 2015 | BA, ARTS & HUMANITIES
Concentration in Creative Writing
Society of Collegiate Journalists

CONTACT

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EXPERIENCE

UPGRADE 2021-2022 MARKETING ACCOUNT MANAGER

- Managed and executed luxury client marketing accounts from across the nation.
- Spearheaded custom monthly brand campaigns, digital advertising, email marketing, website development, and print advertising for an ever-changing industry.

CURAYTOR, LLC 2016-2021 EXECUTIVE MARKETER

- Successfully managed marketing accounts, earning the company over \$10M.
- Oversaw all digital and social media marketing touchpoints of the company, responsible for creating and curating content to support transnational customer base of over 700 accounts.
- Worked directly with clients to identify customized opportunities for growth based on marketing initiatives featured on websites, email marketing campaigns, and social media platforms.

INTERNSHIPS 2014-2016

ORLANDO/TAMPA STYLE MAGAZINE EDITORIAL ASSISTANT

- Authored articles reaching 20K+ online readers and monthly print that reached 200K+ readers per issue.
- Spearheaded all aspects of story development, from pitch to publication.

COLLEGE FASHIONISTA CONTENT PRODUCTION ASSISTANT

- Authored headlining content for the company website.
- Networked with local businesses to promote and showcase publication material.
- Researched and analyzed market trends in the fashion industry, both nationally and locally, and developed corresponding storylines.



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SKILLS

- Strategic Development ●●●●●●
- Project Management ●●●●●●
- Writing for Marketing & Publication ●●●●●●
- Multimedia Marketing ●●●●●●
- Brand & Campaign Leadership ●●●●●●
- Client Acquisition & Management ●●●●●●

Google Ads · Canva · Facebook Ads · Adobe Creative Suite · Figma · ClickUp · Slack · WordPress · Facebook Ads Manager · Meta Business · Google Workspace · Microsoft Office

TESTIMONIALS

"[Naomi] is a dedicated team member who always ensures that she delivers high-quality service to her clients... she acts as a leader... is always willing to help her teammates... [and] is a great communicator."

- Danielle Cassaro, Manager Professional Services, Curaytor

"Naomi's diligence, ability to learn quickly, and on-going commitment to strive for professional excellence rendered her an asset to our communications team."

- Jonathan Friese, Production Manager, Orlando/Tampa Style Magazine

"Her attention to detail and expertise means I never have to worry about my website and social media accounts when she's managing our portfolio."

- Patty Knaggs, Realtor, ABR, CLHMS, former client

SELECT CAREER HIGHLIGHTS

- Played an integral role in Curaytor's rise to high ranking on the *Inc. 5000 list* (2017). It's now recognized as one of the fastest-growing privately held companies in the United States.
- Successfully managed nearly 100 diverse accounts during my tenure at Curaytor.
- Delivered exceptional transnational customer service to clients across the US and Canada, resulting in over **\$1.8M in annual recurring revenue** from 2016 to 2021.

PROFESSIONAL CERTIFICATIONS & ASSOCIATIONS

FACEBOOK DIGITAL MARKETING PROFESSIONAL
2020-2022 | Facebook Blueprint

HUBSPOT INBOUND CERTIFICATE
2017 | HubSpot

ALPHA EPSILON PHI-BETA ZETA CHAPTER
2014 | Recruitment & Social Media Chair

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