

HALEE SOMMER

UNITED STATES

PHONE
850-225-5154

EMAIL
haleesommer@gmail.com

PORTFOLIO
haleesommer.com

SOCIALS
[haleesommer \(LinkedIn\)](#)

EXPERIENCE

ANIMALZ

08/2021 – 05/2023

Remote // *Content Marketing Manager*

- Work as strategic marketing partner alongside B2B and SaaS companies.
- Publish high-performing content for SEO, social media, email, and web product pages.
- Conduct SEO keyword research to ideate high-traffic content topics.
- Interview subject matter experts to process into insightful thought leadership.
- Regularly report on client outcomes.

FÜLHAUS

05/2020 – 08/2021

Remote // *Brand and Content Manager*

- Develop and implement social media strategy targeting B2B and D2C audiences
- Draft and publish SEO optimized blog posts for blog, The Moodboard
- Create and monitor digital campaign collateral for Instagram and LinkedIn

THE JEWISH MUSEUM

01/2018 – 04/2020

New York, NY // *Digital Marketing, Associate*

- Build, schedule, and monitor social media campaigns
- Segment paid social advertising with A/B testing
- Produce content pages to support SEO strategy via Medium

EDUCATION

UNIVERSITY OF CENTRAL FLORIDA

2014

Bachelors of Arts, Art History

UNIVERSITY OF FLORIDA

2017

Masters of Arts, Museology

SKILLS

Content Strategy and Writing

Ahrefs, Clearscope, GA4, SEMRush, G-Suite, Microsoft Office Suite, WordPress

Social Media Management

Instagram, LinkedIn, Meta for Business, TikTok, Twitter, Hootsuite, Later, Buffer

Admin

AirTable, Basecamp, Loom, Tettra, Notion, Calendly, Toggle, Slack

PROFESSIONAL DEVELOPMENT

- Content writing workshop, 2022 (Animalz)
- Foundation Writing Concepts: Grad Track, 2022 (Eduflow)
- Keyword Research, 2021 (Eduflow)
- Fundamentals of Digital Marketing Certification, 2020 (Google)