



EXPERIENCE



MARKETING MANAGER Critigen 2019

Led marketing campaign ahead of largest conference of the year, managing 10 contributors, advising writers, adapting technical content into more accessible reads, keeping everything running smoothly

Brought blog traffic up over 90%

Created and edited content, including blog visuals

Identified areas of improvement for marketing site, including leading an effort to reduce page load time by 60%

Redesigned product page, increasing time on page and lowering exit rate

Managed SEO for blog posts and marketing site



DIGITAL/INTEGRATED MARKETING SPECIALIST Dumpling 2017 – 2018

Partnered directly with co-founders to get signups and grow audience

Drafted, edited, and published social media content daily

Created email campaigns to re-engage audience

Designed all marketing visuals for a developing brand

Crafted all marketing campaigns and ensure they are delivered on time and within budget

Optimized marketing campaigns for both social media engagement and product adoption

Identified opportunities to improve outreach processes



SOCIAL MEDIA MANAGER Cadence Biomedical 2012 – 2016

Managed multi-channel system and digital strategy of the Kickstart medical device to vastly improve customer acquisition, conversion and retention rates, bringing monthly contacts up 10,000%

Managed and built social media presence from scratch, growing the Facebook audience from 600 to 5,000 followers

Created compelling design and digital marketing deliverables (i.e. quarterly photo shoots, brochures, how-to guides, as well as a documentary style video about stroke patient that received 30,000 views)

Stayed on top of the latest trends by monitoring related hashtags and leading social media feeds, as well as competitors

Managed and monitored monthly web and weekly social media analytics reports

Created monthly email campaigns and tri-weekly photo/ad campaigns

Worked to form partnerships with hospitals, physicians, and physical therapists



CONTENT & COMMUNITY MANAGER Shogun 2018

www.getshogun.com

Grew blog (getshogun.com/blog/) from scratch to over 14,000 page views

Measured and optimized all content for reach and engagement

Established and set the standards for the voice of the blog and ensured the brand was voiced consistently across all channels

Gave editorial and strategic direction to contractors and guest posters who contributed to the blog

Identified and bootstrapped creative ways to drive the growth of the blog (e.g. infographics, webinars, and more)

Partnered with companies for cross-promotional engagement opportunities

Owned social media channels

Increased monthly Twitter engagement by 730%

Owned email campaigns, including newsletters that went out to over 5k prospective users



MARKETING COORDINATOR Code Fellows 2016 – 2017

Organically grew engagement across social media channels by 21% (Facebook), 136% (Twitter), and 262% (LinkedIn), in addition to building the company's highest-engagement channel from scratch (Instagram)

Worked with the marketing team to creatively concept, build, and measure social media campaigns

Drafted, edited, and published social media content daily

Used Google Analytics, Rival IQ, and other third-party tools to analyze and understand social media marketing results and repositioned campaigns based on them

Designed weekly newsletters for prospective students, growing its audience to 15,000 people

Partnered with the admissions team to increase student enrollments

Created email and digital marketing campaigns to generate new leads (curiosity piquers in the form of free info sessions) and re-engage old leads (event follow-ups)

Established a system for regularly engaging partners via a dedicated monthly newsletter and designed its template



SOCIAL MEDIA MANAGER Triumph Dining 2012 – 2013

Managed customer experience initiatives across all social media platforms

Created and monitored contests to bring in more followers and consumers, organically gaining over 1,500 followers across Facebook and Twitter

Managed Triumph Dining blog, hiring guest bloggers and supervising and editing their work

Posted accessible, fun, helpful, and innovative content at least 3x/week

Directly engaged with audience on social media platforms daily

Dealt with questions and problems to maintain consumer relationships

ON THE SIDE



MUSICIAN Kiersten Holine
2007 – Present

www.youtube.com/user/kierstenmh

Created Kiersten Holine brand from scratch

Promoted on Vans.com website as “Vans Girl,” noted for success and innovative marketing tactics

Grew Youtube audience to over 34,000 actively engaged subscribers

Grew Facebook audience to over 6,000 actively engaged followers

Frequently make, manage, and moderate all Facebook, YouTube, iTunes, Soundcloud, Reverbnation, Bandcamp, Twitter, Tumblr, and Instagram content, including but not limited to creating and releasing an album that hit #23 in the singer/songwriter category of iTunes.

Was invited to sing with critically acclaimed musician, William Fitzsimmons

Opened for Rocky Votolato, Matt Pond PA, Noah Gundersen, and David Bazan



PHOTOGRAPHER Kiersten Marie Photo
2013 – Present

kierstenmariephoto.com

Built business from ground up, bringing in over 300 clients

Grew and maintained a thriving social presence

Scheduled, directed, shot, edited, and managed sales for all photo shoots, roughly two to three times a week

Manage marketing and advertising

Hired and supervised photo retouchers and auxiliary photographers



PHOTOGRAPHER Amazon
2018 - 2019

Directed and shot esteemed chefs, including Ethan Stowell, to highlight their spaces and favorite products

Edited product-placement images for internal and external marketing collateral

SKILLS

ANALYTICS Google Analytics, Hotjar, Clicky, Rival IQ

SOCIAL MEDIA Twitter (1.5k followers), Instagram (2.6k followers), Youtube (32k subscribers), Facebook (6k followers), Hubspot

EMAIL MailChimp

CONTENT MANAGEMENT Wordpress, Hootsuite, Wix

GENERAL Word, PowerPoint, Excel, Outlook, Asana

DESIGN Photoshop, Lightroom, Illustrator, InDesign, Sketch

TECHNICAL Basic/intermediate HTML /CSS, SEO

EDUCATION



SEATTLE PACIFIC UNIVERSITY 2007 – 2011
Art and Philosophy (double major)