

# MILISSA HUDEPOHL

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## ANALYST – PROJECT MANAGER – MARKETING PROFESSIONAL

Versatile and detail-oriented Analyst and Marketing professional with over a decade of experience leveraging data-driven insights to drive strategic decision-making, improve performance and optimize operational efficiency. Proven success in budget forecasting, campaign strategy and analytics, and business process improvement across multiple sectors, supported by a strong foundation in journalism, technical writing and creative communication. Proficient in synthesizing complex data into actionable insights and executive-level reporting, developing KPIs and performance benchmarks, and identifying growth opportunities through predictive modeling and trend analysis. Certified in business analysis, project management and analytics tools including Tableau, Power BI and Excel, with a track record of supporting cross-functional teams and delivering measurable results aligned with organizational goals.

### Areas of Expertise

Business & Marketing Analytics | Budget Forecasting & Management | KPI Development | Predictive Modeling | Performance Reporting | Campaign Strategy & Insights | Technical Writing | Stakeholder Communication | Vendor Relations | Executive Reporting | Strategic Planning | Process Optimization | Data Quality Control | Market Research | Product & Promotions Analysis | CRM Insights | Project Management: Agile Methodology | PMBOK Principles | Multi-Project Coordination | Logistics Management

Power BI | Tableau | BigQuery | Excel Dashboards | Meta Analytics Platforms | Certified PM Tools | Jira | Thomson ONE | Sprinklr | WordPress | Squarespace | HubSpot | MailChimp | Constant Contact | Hootsuite | Buffer | Woobox | ShortStack | MediaMath | Choozle | The Trade Desk | Adobe Creative Suite | Canva | Google Analytics | Sitefinity | Lyris | HTML/CSS

## CAREER HIGHLIGHTS

- **Marketing Campaign Architect:** Orchestrated high-impact marketing campaigns across multifaceted digital and traditional platforms, enhancing brand reach and engagement.
- **Programmatic Media Strategist:** Collaborated with cross-functional teams to architect precision-targeted media buying strategies for Procter & Gamble and other global powerhouses, using self-designed data visualization dashboards.
- **Data-Driven Advertising Analyst:** Conducted in-depth research and formulated data-backed insights to sharpen advertising performance across programmatic and social channels.
- **Financial Writer & Analyst:** Examined and interpreted investment-performance data and financial models to craft daily live articles with corresponding self-produced visualizations.

## PROFESSIONAL EXPERIENCE

### iGov Technologies | Tampa, FL

*Marketing and Event Coordinator | 2023 – Present*

- Spearheaded logistics for national and international conferences, serving as the primary liaison for vendors, stakeholders and executives.
- Led the strategic development and oversight of the annual marketing and event budget.
- Designed immersive booth and suite experiences to maximize engagement, including layout, product demos and branded materials.
- Authored and maintained comprehensive event documentation—from Concept of Operations to Lessons Learned—aligned with PMBOK standards.
- Planned and executed exclusive corporate events for up to 150 high-level attendees.
- Created engaging multimedia content for social media, website newsroom, and press releases to enhance brand visibility.
- Analyzed KPIs, online and off, and delivered actionable reporting to optimize ROI and inform future strategies.
- Supported ISO audit prep through meticulous documentation management
- Managed sponsorships with partners, and maintained inventory of promotional materials and branded apparel.

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## **Corbus LLC | Cincinnati, OH**

*Programmatic Media Analyst | 2020 – 2021*

- Developed and presented bespoke performance dashboards for global P&G brands.
- Delivered strategic guidance on process efficiencies and cost-saving initiatives that drove campaign optimization.
- Created intuitive visualizations in Power BI, enhancing stakeholder understanding of campaign efficacy.
- Monitored and distilled industry trends to fuel innovation in internal best practices and strategic execution.
- Composed original thought leadership content on programmatic strategy for internal publication.
- Designed and authored professional training materials to upskill internal teams on media analysis and content management systems.

*Sprinklr Digital Analyst | 2019 – 2020*

- Served as the go-to Sprinklr platform expert for all P&G brand teams, delivering timely and tactical support.
- Built and customized sentiment analysis dashboards to inform PR strategy and guide responsive marketing initiatives.
- Delivered real-time reports on campaign performance, unlocking insights that empowered brands to refine messaging and engagement.
- Administered platform access and training, guaranteeing seamless onboarding and compliance.
- Partnered on large-scale audits and optimized data architecture to streamline internal reporting.

## **2060 Digital | Cincinnati, OH**

*Social Media Strategist | 2016 – 2018*

- Managed social media channels for 12–15 local, regional and national clients, driving brand development.
- Developed strategic growth plans with a focus on brand development, traffic generation and lead conversion.
- Created and implemented monthly editorial calendars, which included user-generated, time-sensitive and evergreen content.
- Designed and managed social ad campaigns, leveraging optimized audience targeting for maximum effectiveness.
- Developed and interpreted social performance reports for clients, presenting them at regularly scheduled meetings.
- Developed and executed sweepstakes, wall contests and apps tailored to clients' goals, enhancing user engagement.
- Collaborated with the design team to develop landing pages, graphics and videos to enhance client campaigns.
- Optimized clients' online listings and reputation through Vendasta, guaranteeing consistent brand presence.
- Led Hubbard Radio's social media advertising efforts, creating and managing campaigns for their social advertisers.

## **Vanquish Corporation LLC | Charlotte, NC**

*Content Marketing and Social Media Consultant | 2015*

- Managed social media channels for a national e-commerce brand, focusing on brand development, traffic growth and lead conversion.
- Created and optimized both time-sensitive and evergreen social posts, actively engaging in trending social conversations.
- Developed and executed social ad campaigns tied to weekly product promotions, driving brand visibility and customer engagement.
- Managed the brand's editorial calendars, serving as the sole copy editor and fact checker for all written segments.
- Utilized WordPress to optimize written and visual material, creating SEO-friendly landing pages for products to enhance online visibility.
- Oversaw the brand ambassador dashboard, managing promotional social media posts and user-generated content such as product reviews and recipes.

## **Vaporwave LLC | Charlotte, NC**

*Content Marketing and Social Media Consultant | 2014 – 2015*

- Managed social media channels for two global B2C brands, driving brand development and traffic through both short- and long-term campaigns.
- Analyzed social performance and generated detailed weekly and monthly reports to inform strategy.
- Created and optimized time-sensitive and evergreen content for social platforms, participating in trending conversations.

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- Spearheaded 20+ paid and unpaid influencer relationships to enhance brand reach and engagement.
- Served as the primary copy editor and fact checker for all written content, driving accuracy and alignment with brand voice.
- Developed a diverse range of content including articles, educational blog posts, press releases, quizzes and promotional copy.
- Produced and directed a biweekly financial news show, and spearheaded scriptwriting and selection of B-roll footage.
- Coordinated event logistics, created detailed itineraries and managed real-time social activity for photo shoots and trade shows.
- Oversaw vendor relations at trade shows to maintain smooth execution and brand visibility.

## Schaeffer's Investment Research | Cincinnati, OH

Financial Writer & Editorial Assistant | 2013 – 2014

- Spearheaded multiple content calendars and tracked audience metrics using Google Analytics and Lyris.
- Authored 5 daily blog posts and 1 weekly e-zine focused on stock options news and trends.
- Researched, developed and formatted articles in HTML, publishing via Sitefinity platform.
- Created up to 15 daily visualizations (graphs and charts) using Thomson ONE for financial segments.
- Copy edited and fact-checked up to 8 blog posts daily, plus all email marketing efforts, maintaining high editorial standards.
- Managed and engaged with the firm's social media presence on Facebook and Twitter.

## Venue Media Group | Cincinnati, OH

Staff Writer | 2012 – 2013

- Wrote feature-length articles for a roster of 15–20 premier clients per issue in Venue Magazine, spotlighting innovation and excellence.
- Coordinated interviews, editorial photoshoots and design workflows to maintain polished, publication-ready spreads.
- Crafted proposals and publisher's letters, plus nomination letters for Venue Magazine's award ceremonies
- Contributed to sister publication LEAD Cincinnati, broadening audience reach and editorial prestige.

## ADDITIONAL CAREER SUCCESS

**Editorial Intern** | CityBeat – Cincinnati, OH

**Social Media Intern** | Impulcity – Cincinnati, OH

**Social Media Director & Copy Editor** | Southeast Ohio Magazine – Ohio University

**Research Assistant** | Department of Sociology & Anthropology – Ohio University

**Staff Writer** | Perspectives Magazine – Ohio University

**Junior Staff Writer** | Seahawk Newspaper – University of North Carolina Wilmington

**Business Analytics Science Certification** | Specializations in SQL and Tableau | University of South Florida

**Certified Associate in Project Management (CAPM)** | Project Management Institute

**Microsoft Power BI Training Course** | Udemy

**Microsoft Excel Training Course** | Udemy

**Programmatic Media Training Course** | Udemy

**Edge Academy Programmatic Certification** | The Trade Desk

**Blueprint Live Advertising Workshop** | Facebook, Chicago, IL

**Email Marketing Certification** | Market Motive

**Search Engine Optimization Certification** | Market Motive

**Social Media Certification** | Boot Camp Digital

**Search Engine Optimization Training Course** | Girl Develop It

**HTML/CSS Training Course** | Girl Develop It

**JavaScript Training Course** | Girl Develop It

# MILISSA HUDEPOHL

## EDUCATION

### **University of South Florida | Tampa, FL**

Bachelor of Arts in Creative Writing, Minor in Technical Writing | GPA 4.0

### **Ohio University | Athens, OH**

Bachelor of Science in Journalism | Bachelor of Science in Psychology | GPA 3.67

- Golden Key International Honor Society

### **University of North Carolina Wilmington | Wilmington, NC**

Pursued Bachelor of Arts in Communication Studies, Minors in Journalism and Psychology | GPA 3.79

- Chancellor's Achievement Award