

# MILISSA HUDEPOHL

Tampa, FL | [milissamarie@gmail.com](mailto:milissamarie@gmail.com)

*Highly organized critical thinker ready to switch gears on my career journey, and take on a rewarding and challenging role that allows me to further master the robust set of skills that I have acquired through certification trainings and my 10+ years in the workforce.*



## AREAS OF EXPERTISE

Content Marketing | Social Media Management | Digital Advertising | Event Coordination | Project Management | Client & Vendor Relations | Stakeholder Communication | Multi-Level Team Collaboration | Executive Assistance | Business & Marketing Analytics | Technical & Professional Writing | Sponsorship & Promotion Management | Budget Forecasting & Management | Campaign Strategy & Insights | Performance Reporting | Market Research | Data Visualization & Dashboard Creation | Process Optimization | Reputation Management | Programmatic Media Buying | Creative Direction | Copy Editing & Proofreading | Logistics

Microsoft Office 360 | Power Bi | Excel | Tableau | SQL | Adobe Creative Suite | Canva | Sprinklr | Google Analytics | Meta Analytics Platforms | WordPress | HubSpot | MailChimp | Constant Contact | Hootsuite | Buffer | MediaMath | TradeDesk | Choozle | Woobox | ShortStack | HTML/CSS | PMBOK Guide | Thomson ONE | Lyris | Sitefinity | Jira

## PROFESSIONAL EXPERIENCE

### Marketing and Event Coordinator

**2023-Present**

iGov Technologies | Tampa, FL

- Serve as the leader of the company's marketing campaigns, online and offline
- Also serve as the event director for major national and international conferences and expos, and the primary liaison for vendors, stakeholders and executives.
- Create and control the annual budget for all marketing and event purposes
- Manage the setup of booths and suites at conferences and expos, including the layout and design, plus the schedule for coworkers, products for demo, and marketing items for distribution
- Complete all documentation for events, from the Concept of Operations to Lessons Learned, in accordance with the PMBOK Guide
- Manage event sponsorships, and plan the entirety of all company-run parties with up to 150 people in attendance
- Manage content creation (copy and multimedia) for LinkedIn, website newsroom, press release distribution, and overall brand awareness
- Track marketing analytics, and use data to reevaluate strategy and create monthly, quarterly and yearly reports
- Aid in the preparation and organization of documentation for the annual ISO audits
- Manage inventory of "swag", apparel and all other items for events and sponsorships

### Programmatic Media Analyst

**2020-2021**

Corbus LLC | Cincinnati, OH

- Served as executive assistant to the programmatic team, aiding in media buying strategy, campaign development and quality control for P&G, and other national and international brands

- Performed research in social media and programmatic media buying, and created recommendation documents for P&G and other brands, in order to leverage the right tools and optimize online advertising efforts
- Built custom Power BI dashboards with programmatic data visualizations for P&G brands
- Analyzed programmatic data in Power BI to find opportunities for improvement and cost savings for P&G brands
- Created custom performance reports with programmatic data from Power BI for P&G brands to evaluate the success of their campaigns and promote programmatic optimization, in an Agile environment
- Performed research, and summarized industry news and trends for the programmatic team
- Created posts about programmatic media for the internal social media and blog outlets
- Created training documents for the programmatic and content curation teams

### **Sprinklr Digital Analyst**

**2019-2020**

Corbus LLC | Cincinnati, OH

- Served as a key member of the Sprinklr client support team, serving all P&G brands
- Built custom Sprinklr dashboards for brands to monitor sentiment in regards to specific products and real-time events, with the goal of optimizing public relations and marketing efforts
- Created custom Sprinklr performance reports for brands to track social analytics, and evaluated the success of specific campaigns and strategies
- Performed keyword research, and advised brands on how to optimize their social listening efforts within the platform
- Managed user access requests, providing each brand's team members with appropriate platform credentials
- Assisted brands with general questions about the platform and its uses, continually finding ways to improve their experience
- Collaborated with rest of support team to perform platform audits, and to organize and manage data at all levels

### **Social Media Strategist**

**2016-2018**

2060 Digital | Cincinnati, OH

- Managed the social media channels for 12-15 local, regional and national clients
- Developed and implemented strategic growth plans with the goal of brand development, driving traffic and converting leads into customers
- Created and implemented monthly editorial calendars, which included user-generated, time-sensitive and evergreen content
- Developed and implemented social media advertising campaigns, with optimized audience targeting
- Tracked social media analytics, and used data to reevaluate strategy and create weekly, monthly and quarterly performance reports for clients
- Presented social media performance reports to clients at regularly scheduled meetings
- Created and managed sweepstakes, wall contests and apps, based on clients' goals
- Developed and implemented email marketing campaigns, based on clients' goals
- Collaborated with the design team to develop landing pages, graphics and videos for clients
- Managed and improved clients' online listings and reviews using Vendasta
- Managed Hubbard Radio's social media advertising, and developed and implemented campaigns for social media advertisers

## **Content Marketing and Social Media Consultant**

**2015**

Vanquish Corporation LLC | Charlotte, NC

- Managed the social media channels for a national e-commerce brand
- Developed and implemented strategic growth plans with the goal of brand development, driving traffic and converting leads into customers
- Created both time-sensitive and evergreen social media posts, and participated in trending social conversations
- Developed and implemented social media advertising campaigns, based on weekly product promotions
- Served as the manager, sole copy editor and fact checker for all written content produced for the brand
- Optimized written and visual content using WordPress, and created SEO-friendly landing pages for products
- Managed the brand ambassador dashboard and its promotional social media posts, plus all user-generated product reviews and recipes

## **Content Marketing and Social Media Consultant**

**2014-2015**

Vaporwave LLC | Charlotte, NC

- Managed the social media channels for two global B2C brands
- Developed and implemented strategic growth plans, which included both short-term and long-term campaigns, with the goal of brand development and driving traffic
- Tracked social media analytics, and used data to create extensive weekly and monthly reports to be presented at regularly scheduled client meetings
- Created both time-sensitive and evergreen social posts for each brand, and participated in trending social conversations
- Managed 20+ paid and unpaid influencer relationships
- Served as the sole copy editor and fact checker for all written content produced for each brand, and optimized written and visual content using WordPress
- Created a variety of other content for each brand, including time-sensitive articles, educational blog posts, BuzzFeed-style content, advertising and promotional copy, press releases, quizzes, comedic skits, webinar scripts, and how-to documents
- Served as the creative director and producer of a biweekly financial news show, and wrote all of the scripts and chose all of the B-roll footage
- Served as the brands' event coordinator, and created hour-by-hour itineraries and produced real-time social media activity for monthly photo shoots, trade shows and events
- Managed vendor relations at trade shows and events

## **Financial Writer and Editorial Assistant**

**2013-2014**

Schaeffer's Investment Research | Cincinnati, OH

- Served as the sole editor of the firm's email marketing campaign
- Managed multiple content calendars, and tracked audience engagement and website traffic using Google Analytics and Lyris
- Created 5 real-time blog posts per day and 1 e-zine per week, specializing in stock options news and trends
- Conducted financial research, and developed written and visual content, formatting articles in HTML and publishing them through Sitefinity
- Created up to 15 graphs and charts per day, using Thomson ONE
- Copy edited and fact checked up to 8 blog posts per day
- Managed the firm's Facebook and Twitter accounts, posting and engaging daily

## **Staff Writer**

**2012-2013**

Venue Media Group | Cincinnati, OH

- Served as the face of Venue Magazine for 15 to 20 clients per quarterly issue
- Managed client relationships with professionals, business owners and executives from various industries to ensure 100% satisfaction with their magazine spreads and advertisements
- Conducted interviews, wrote articles, and worked one-on-one with graphic designers to create page layouts
- Served as primary content manager and photo shoot coordinator
- Wrote proposals and publisher's letters, plus nomination letters for Venue Magazine's award ceremonies
- Contributed stories to LEAD Cincinnati, a partner publication

## **CERTIFICATIONS/WORKSHOPS**

### **Advanced Microsoft Excel Training Course**

**2025**

Udemy | Online

### **Business Analytics Science Certification**

**2025**

University of South Florida | Online

- Specializations: SQL, Tableau

### **Certified Associate in Project Management – CAPM**

**2024**

Project Management Institute | Online

### **Programmatic Media Training Course**

**2020**

Udemy | Online

### **Microsoft Power BI Training Course**

**2020**

Udemy | Online

### **Edge Academy Programmatic Certification**

**2020**

The Trade Desk | Online

### **Blueprint Live Advertising Workshop**

**2018**

Facebook | Chicago, IL

### **Email Marketing Certification**

**2015**

Market Motive | Online

### **Search Engine Optimization Certification**

**2015**

Market Motive | Online

### **Social Media Certification**

**2014**

Boot Camp Digital | Online

## **EDUCATION**

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

**2021-2022**

BA in Creative Writing, Minor in Technical Writing

Grade Point Average: 4.0

- Dean's List, 2021-2022

**Ohio University | Athens, OH** **2009-2012**  
**E.W. Scripps School of Journalism**  
BA in Journalism, BS in Psychology  
Grade Point Average: 3.67  
•Golden Key International Honor Society, 2010-2012  
•Dean's List, 2009-2012

**University of North Carolina Wilmington | Wilmington, NC** **2006-2009**  
Pursued BA in Communication Studies, Minors in Journalism and Psychology  
Grade Point Average: 3.79  
• Chancellor's Achievement Award, 2007-2009  
• Dean's List, 2006-2009  
• Swim Club, 2006-2008

## INTERNSHIPS/EXTRACURRICULAR

**Editorial Intern** **2012**  
CityBeat | Cincinnati, OH

**Social Media Intern** **2012**  
Impulcity | Cincinnati, OH

**Social Media Director and Copy Editor** **2012**  
Southeast Ohio Magazine | Ohio University

**Research Assistant** **2011-2012**  
Sociology and Anthropology | Ohio University

**Staff Writer** **2010-2011**  
Perspectives Magazine | Ohio University

**Staff Writer and Copy Editor** **2009-2010**  
Athena Yearbook | Ohio University

**Junior Staff Writer** **2007-2009**  
Seahawk Newspaper | University of North Carolina Wilmington

## OTHER COMMITMENTS

**Girl Develop It | Cincinnati, OH** **2015-2018**  
Cincinnati Chapter Member  
•Intro to SEO, 2015  
•Intro to HTML/CSS, 2016  
•Intro to JavaScript, 2017

**Boot Camp Digital | Online** **2014-2016**  
All Access Pass Member

**Upstream 306 | Cincinnati, OH** **2014**  
Ideation Workshop Assistant