

MILISSA HUDEPOHL

Website: milissahudepohl.com

PROFESSIONAL EXPERIENCE

Social Media Strategist

2016-2018

2060 Digital | Cincinnati, OH

- Managed the social 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
- Participated in trending social conversations, and regularly engaged with audiences
- Developed and implemented social ad campaigns, with optimized audience targeting
- Created and managed sweepstakes, wall contests and apps, based on clients' goals
- Developed and implemented email marketing campaigns, based on clients' goals
- Worked closely with design team to develop landing pages, graphics and videos for clients
- Managed and improved clients' online listings and reviews using Vendasta
- Tracked social analytics, used data to reevaluate strategy and create weekly, monthly and quarterly reports for clients
- Managed Hubbard Radio's social media advertising, developed and implemented campaigns for social advertisers

Content Marketing and Social Media Consultant

2015

Vanquish Corporation LLC | Charlotte, NC

- Managed the social 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 posts, participated in trending social conversations
- Developed and implemented social ad campaigns, based on weekly product promotions
- Managed the brand's editorial calendars, served as the sole copy editor and fact checker for all written content produced for the brand
- Optimized written and visual content using WordPress, 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 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 analytics, used data to create extensive weekly and monthly reports
- Created both time-sensitive and evergreen social posts, 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, optimized written and visual content using WordPress
- Created a variety of 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, etc.
- Served as the creative director and producer of a biweekly financial news show, wrote all of the scripts and chose all of the B-roll footage
- Served as the brands' event coordinator, created hour-by-hour itineraries and produced real-time social activity for monthly photo shoots, trade shows and events
- Managed vendor relations at trade shows and events

Editorial Assistant and Content Writer

2013-2014

Schaeffer's Investment Research | Cincinnati, OH

- Served as the sole editor of the firm's email marketing campaign
- Managed multiple content calendars, tracked audience engagement and website traffic using Google Analytics and Lyris
- Created 5 blog posts per day and 1 e-zine per week
- Conducted research, developed written and visual content, formatted articles in HTML and published them through Sitefinity
- Created up to 15 graphs and charts per day using Thompson ONE
- Copy edited and fact checked up to 8 blog posts per day
- Managed the firm's Facebook and Twitter accounts, posted and engaged 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
- Worked one-on-one 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's award ceremonies
- Contributed stories to LEAD Cincinnati, a partner publication

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 Perspectives Magazine Ohio University	2010-2011
Staff Writer and Copy Editor Athens Yearbook Ohio University	2009-2010
Junior Staff Writer Seahawk Newspaper University of North Carolina Wilmington	2007-2009

EDUCATION

Ohio University Athens, OH 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	2009-2012
University of North Carolina Wilmington Wilmington, NC 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	2006-2009

CERTIFICATIONS/WORKSHOPS

Blueprint Live - Advertising Workshop Facebook Chicago, IL	2018
Email Marketing Certification Market Motive Online	2015
SEO Certification Market Motive Online	2015
Social Media Certification Boot Camp Digital Online	2014

OTHER COMMITMENTS

Girl Develop It Cincinnati, OH Cincinnati Chapter Member •Intro to SEO, 2015 •Intro to HTML/CSS, 2016 •Intro to JavaScript, 2017	2015-Present
Boot Camp Digital Online All Access Pass Member	2014-2016

OTHER TRAINING

Information Gathering	Product Marketing, eCommerce
Interpersonal Communication	Adobe Creative Suite
Magazine Production	Google Analytics, AdWords
Online Reputation Management	

*Plus countless content management systems (ex: WordPress and Squarespace), inbound marketing software (ex: HubSpot), email marketing software (ex: MailChimp and Constant Contact), social automation tools (ex: Hootsuite and Buffer), and contest platforms (ex: Woobox and ShortStack)