

Education

B.A. in Digital Technology & Culture

Washington State University Vancouver

May 2023

Minor in Communication

Social Media Marketing Certificate

Work Experience

Sailworks

Digital Marketer & Manager | March 2024 – Present

Sailworks.com

- Planned and executed comprehensive paid advertising campaigns across various digital platforms, achieving a 41% increase in online revenue compared to the same period of the prior year
- Managed web content and online inventory to ensure consistent branding and timely updates, increasing the number of new users by 138%
- Created and curated [engaging content](#) tailored for social media platforms, including Facebook and Instagram, resulting in a 125% growth in follows and a 198% increase in organic reach
- Streamlined order fulfillment processes and provided exceptional customer service by promptly responding to inquiries and resolving issues
- Supported business accounting functions by tracking expenses, preparing invoices, and reconciling accounts, ensuring accuracy and compliance with financial regulations

NW Reading Success

Content Manager & SEO Specialist | April 2024

NWReadingSuccess.com

- Generated targeted web content for a Dyslexia tutoring business, enhancing online visibility and the customer journey, increasing tutoring case-load by 33%
- Audited website for SEO improvements and implemented site-wide optimizations, increasing organic search traffic
- Optimized website responsiveness and usability across different device types, enhancing the user experience

Electronic Literature Lab

Social Media Video Specialist | November 2023 – March 2024

ELL.org

- Spearheaded promotional efforts for the “Re-Imagined Radio” podcast through strategic social media campaigns
- Directed and produced all video projects from conception through post-production and publishing
- Organized and maintained a content calendar for timely publishing of social media content, resulting in consistent audience engagement and increased brand awareness

Skills

Digital Marketing	Email Marketing	HTML5 & CSS3	Multimedia Design
Social Media Marketing	SEO & SEM	Adobe Creative Suite	QuickBooks
Paid Advertising	Content Management	Video & Audio Production	Google Ads
Data & Analytics	Web Design	Visual Effects & Animation	Slack, Teams

Certifications

Google Fundamentals of Digital Marketing	Google Ads – Search	Hootsuite Platform
Google Ads – Measurement	Google Ads – Display	Hootsuite Social Marketing
	HubSpot Content Marketing	

Previous Projects

“What Is ELL? Site Trailer”

Director, Filmer, Editor | February 2024

Vimeo.com

A short website trailer introducing the viewer to the Electronic Literature Lab and its mission.

- Planned, produced, coordinated, and filmed the interviews
- Executed post-production process, including video, audio, original music score, and color editing

Data Entry: Portal

Social Media Specialist | Spring 2023

Instagram.com

Social media marketing campaign for the VR remake of Rob Swigart’s 1986 Activision game, *Portal*.

- Created and posted weekly original video content and oversaw promotion curated for short form platforms