

I've always been drawn to beauty--in branding, products, words, relationships, and experiences. I'm a storyteller at heart, a content director, and a results-driven marketer with 12 years of experience in the premium retail space, with a niche in women-founded brands. With extensive experience in marketing campaign strategy and execution from start to finish, I have expertise in leading a team, launching products, developing strategies that convert, driving growth, and creating a beautiful and sincere brand experience.

## Experience

AUG '22 - MAR '24

### **Brand & Ecommerce Marketing Manager** | TAFT, Salt Lake City

- Directed the marketing/editorial calendar, including developing launch cadence, marketing campaign strategies, and promotional offers aimed at increasing customer acquisition, sales, and retention rates
- Managed multi-channel marketing campaigns across website, social media, email, SMS, SEO, press, and paid media
- Worked closely with Art Director and Product Development to fully understand and communicate product details with engaging campaigns
- Collaborated with the design team to create visually appealing web pages that maximize user experience and conversion
- Oversaw and managed retention marketing strategy and performance
- Built strong working relationships and managed external agencies and contractors, including Digital Advertising, Website Development, PR, and SEO
- Wrote product descriptions, campaign messaging, and guided brand voice
- Created reports outlining performance metrics related to product sales, conversion rates, inventory turnover and revenue growth
- Analyzed data from A/B testing experiments to optimize website design and user experience
- Implemented monthly SEO content strategy
- Put an upsell strategy in place, regularly adjusting offers on PDPs, cart, checkout and post-purchase
- Increased AOV year over year while maintaining profitability.

JUN '23 - PRESENT

### **Brand Marketing and Partnerships Consultant** | Kid & Coe, Midway, UT

- Arranged several travel content partnerships/month to meet content, engagement, and audience growth goals.
- Coordinated larger partnerships including ambassador stays and giveaways, outlining concepts, contracts, ask/offer, and helping arrange logistics between hosts and ambassadors.
- Outlined new content concepts for design, seeing the process through from ideation to final design and execution.
- Collaborated with founder to gain understanding of project goals and objectives.

- Helped guide email A/B testing strategy and organic social strategy.
- Implemented process improvements resulting in increased efficiency throughout the organization.

JUL '21 - AUG '22

**Brand Marketing Consultant** | MINNOW, CAITLIN WILSON DESIGN, Remote

- Developed and implemented marketing calendar, launch strategies and individual campaigns for clients
- Outlined campaign assets including emails, Instagram Stories, paid ads, and Reels to support product launches and promotions
- Collaborated with creative teams to design high-impact, on-brand visuals that effectively communicated messages and increased engagement across multiple channels
- Coordinated brand-to-brand collaborations for new customer acquisition and brand visibility
- Established partnerships with influencers in order to amplify reach of campaigns
- Wrote brand launch and campaign messaging to be used across various channels
- Ghost-authored a book pitch that was published

MAR '20 - MAR '21

**Marketing Director** | LOU LOU AND COMPANY, Orem

- Collaborated with founders to build and direct a marketing team
- Developed new processes and implemented new innovations, solutions, and products to support project management, sales growth, and customer retention
- Led the development of creative briefs, outlining objectives and timelines for projects
- Outlined and implemented successful multi-channel marketing campaigns and promotions to increase product sales
- Managed retention marketing channels, including email campaigns, marketing automation, SMS, and website forms
- Implemented A/B testing across email and paid ads
- Spearheaded strategic marketing initiatives to create brand recognition, including brand partnerships and ambassadors
- Directed Instagram and Facebook strategy and introduced and implemented new content ideas, growing Instagram story output month over month
- Created content for multiple digital platforms, including website, landing pages, and social media channels
- Researched and analyzed opportunities for brand development to engage brand's target audience
- Collaborated with the graphic designer on the creation of visual assets for all campaigns, maintaining a strong visual and written brand identity
- Wrote brand messaging, including product copy, website copy, homepage banners, ad copy, brand asset copy, and social copy as needed
- Oversaw website conversion, optimization, and A/B testing alongside the website development team
- Managed agencies and contractors, including Paid Media, Website Development, and PR
- Outlined and implemented promotional materials such as packaging inserts and printables

APR '19 - MAR '20

**Content Marketing Manager** | DOCKATOT, Remote

- Created 12-month editorial calendar that drove relevancy and provided an emotional connection to customers
- Worked with Creative team on design and execution across various platforms, including email, website,

Instagram, Facebook and Pinterest

- Created blog posts and supporting email campaigns that leveraged content themes and scale touchpoints across each channel to drive more sales
- Supported new collection lookbooks, PR pitches, and website with copy and messaging
- Developed email journeys and ongoing email campaigns to drive more sales
- Executed a brand partnership strategy and cadence to drive engagement and new subscribers/followers on brand channels in an authentic way
- Collaborated with other functions for deeper integration on content and marketing efforts, including product development, customer service, and creative
- Managed end-to-end projects leveraging 3rd party resources and graphic designers
- Worked closely with Art Director on identifying photography needs and desired assets
- Reviewed and edited ad copy for effective paid promotions, in partnership with ad agency
- Reviewed performance of content activities and provided recap of metrics and lessons learned

JAN '17 - APR '19

### **Brand Marketing Manager** | SOLLY BABY, Carlsbad

- Worked with CEO to develop various marketing strategies, campaigns and promotions based on sales and marketing goals
- Maintained a weekly editorial calendar
- Managed operations, including ordering fabric, coordinating designer collaborations, assisting with new packaging and product designs
- Developed and wrote blog content as well as coordinated with outside content creators to produce blog content to meet brand goals
- Owned email campaigns that drove conversions through strong content and copywriting techniques
- Planned the Instagram strategy and wrote all copy and hashtags for brand identity and engagement
- Engaged with social media channels, including liking and commenting through relevant hashtags
- Managed the Facebook group, including answering questions, monitoring posts, new member requests, and engaging with posts
- Monitored engagement and patterns in effective posts, themes, images and posting times
- Assisted in creating a cohesive brand identity through consistent messaging across all digital platforms.

JAN '15 - JAN '17

### **Freelance Content Marketer** | SOLLY BABY, Carlsbad

- Provided social media marketing, email marketing, and content marketing strategy and content for multiple brands simultaneously, including Solly Baby, Kid & Coe, Briar Baby, and Max Wanger Print Shop.

JAN '12 - JAN '15

### **Senior Copywriter** | PUJ, Carlsbad

## **Education**

JAN '03

### **Bachelor of Arts (B.A.) in English**

Brigham Young University, Provo, UT

MAY '98

## High School Diploma

American Community School Cobham, Surrey, England

## Skills

Editorial Planning

Brand Management

Content Marketing Strategy

Leading a Team

Brand Messaging and Voice

Communication

Brand Partnerships

Public Relations

## References

References available upon request