

EXPERIENCE

Marketing Manager | BROADBENT SELECTIONS

May 2023 - Present

- Direct marketing strategy for 40+ global winemakers across 14 countries, managing 400+ SKUs
- Own end-to-end branding, design, content creation, and SEO/Al-driven copywriting to boost visibility and drive sales
- Launched a new website, increasing engagement rate from 23% to 62.5% (vs. industry benchmark of 60–70%, per Hootsuite) and improved average time on page to 55 seconds (exceeding industry benchmark of 52 seconds, per HubSpot)
- Grew social media reach by 471.1% and engagement by 91% year-over-year through strategic content planning aligned with brand goals and SEO best practices
- Spearhead PR efforts, including press release writing, media pitching, and outreach strategy; successfully marketing two new SKUs with activations in 354 accounts within 6 months in 2024
- Lead coordination and execution of national events, ensuring seamless logistics and brand alignment

Communications Specialist | MADISON+MAIN

November 2021 - May 2023

- Write highly engaging content for digital, web, social media, print, and more that follows the creative brief while accurately reflecting various brands' voices and tones, increasing brand awareness, and encouraging engagement
- Successfully manage a portfolio of more than 30 accounts spanning various industries and consistently meet or exceed client expectations and align copy strategy across all marketing channels
- Concept bold and creative campaigns with an omnichannel approach
- Spearhead multiple website rebranding projects with an emphasis on long-form SEO content and keyword research that resulted in higher search engine rankings
- Develop and implement a company-wide social media strategy process that streamlines content creation and creates measurable goals and initiatives
- Create year-long content schedules and write long-form blogs focusing on relevant industry trends and SEO keyword research
- Lead and participate in client presentations while managing feedback, and articulating complex ideas in a clear and concise manner
- Develop brand strategy and guidelines for clients, including brand statements and tagline creation
- Help train and guide Jr. Copywriter on projects, including oversight of 15 monthly social media content calendars

Junior Communications Specialist | MADISON+MAIN

November 2020 - November 2021

- Wrote and edited original copy for various target markets that were accurate, well-researched, and met client/company needs on tight deadlines
- Crafted informative and engaging organic social media content focused on brand awareness and engagement
- Proven ability to strategize and manage multiple projects simultaneously and prioritize effectively
- Exhibit creativity, resourcefulness, flexibility, and motivation for projects with an emphasis on strategic thinking

Copywriter | UNCOMMON GOODS

April 2019 - November 2020

- Crafted clear and concise copy to highlight the unique selling point for each product and improved SEO efforts for digital content, web descriptions, marketing emails, and online bios
- Managed and organized multiple projects daily with hard deadlines

AWARDS

Bronze Richmond Ad Show Award, A. Smith Bowman Distillery Cocktail Recipe Book

Honorable Mention PR NEWS Nonprofit Award, Housing Families First Capital Campaign

CERTIFICATIONS

WSET Level 2 Award in Wines, with Distinction

EDUCATION

James Madison University | B.S., Summa Cum Laude

- Bachelors in Creative Advertising & Communications Studies, Advocacy
- Awarded Best Creative Advertising Student of graduating class & Lawrence Cain Scholarship recipient

SKILLS

Adobe | Brand Voice Development | Canva | Content Strategy & Planning | Constant Contact | Digital Marketing | G-Suite | MailChimp | Proofreading & Editing | SEO Optimization | Social Media | Wordpress | Team Collaboration | Traditional Media