

BRITTANY SHARNEZ

SKILLS & EXPERTISE

- Prioritization & Problem Solving
- Verbal & Written Communication
- Brand Voice
- Analytics & SEO
- Market Research
- Project Management
- Social Media Strategy
- B2B & B2C Copywriting
- Content Management Software
- Adobe Photoshop
- Adobe Premier Pro
- Canva
- Creative Direction
- Audience Engagement
- Email Marketing
- Flexibility & Adaptability
- Storytelling
- Community Management

PROFESSIONAL EXPERIENCE

Contract Associate Marketing Specialist

PRI DIGITAL | JULY 2020 - MAY 2021

- Increased social accounts by a total of 37K followers within 10 months.
- Raised post click links for client's Facebook, Instagram, and Twitter by 70.1% (81,735 clicks).
- Produced ongoing content calendars and copy for a brand with an audience of over 400k followers.
- Strategized product launches by executing promotional email marketing campaigns reaching 60K+ subscribers.
- Authored over 50 SEO-friendly blog posts that lead to a 45% surge in client business sales and 100,000 unique website visits.
- Developed and executed marketing strategies aligned with company goals to elevate brands, build awareness, increase engagement, and drive new business opportunities by creating content for different online and social media platforms and analyzing results and trends.
- Generated and presented clients with reports that evaluated social media analytics, key marketing metrics, and marketing campaign efficiencies and modified plans to improve results.

Brand Manager

AGENCY501 | JULY 2019 - MAR. 2020

- Oversaw 6 clients simultaneously, creating a consistent and unique brand voice for each, leading to a rise of over 110% total in follower growth.
- Headed a digital marketing campaign that produced a 25% increase in newsletter subscriptions and a 58% increase in e-commerce sales.
- Maximized one-on-one engagement with target markets to 35% by responding to over 2000+ consumer questions and comments and acquiring testimonial videos and reviews.
- Lead a creative team of 4 to design and develop effective brand strategy and digital content, ensuring compliance with established branding objectives.
- Directed and managed all stages of branding and marketing projects, including planning, schedule management, and final implementation.
- Launched and developed social media strategies and campaigns by researching audiences, trends, competitive analysis, and identifying social media best practices to support organic growth and visibility.
- Created workflows for key marketing projects effectively prioritized based on impact, effort, and available resources utilizing a CRM software system.

RELATED WORK EXPERIENCE

Marketing Coordinator

LITTLE ROCK REALTORS ASSOCIATION | SEPT. 2018 - JULY 2019

- Organized a sold-out event of over 400 attendants, which raised \$50,0000 for the association.
 - Sourced new venues and other event planning needs, resulting in 24% savings over 6 months
 - Implemented a website rebrand using UX design tactics and keyword optimization, resulting in an 80% lift in website traffic.
 - Executed all marketing, including SEO/SEM, marketing database, email, social media, and display advertising campaigns, ensuring brand integrity and supporting growth objectives.
 - Conducted A/B testing with the goals of further optimization and increasing customer benefit and efficiency.
 - Provided direction, supervision, and oversight to team members and advised leaders on communication issues and strategic growth opportunities.
 - Managed social media content and marketing campaign calendars, strategic planning, and scheduling posts during high-engagement timeframes.
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Social Media Manager

JKENKADE PUBLISHING | JULY 2017 - AUG. 2018

- Spearheaded a Facebook and Instagram rebrand that led to a 60% rise in follower growth.
 - Created content for social media platforms, managing the company's online presence and relationships, and developed innovative and effective strategies to grow audiences and engagement.
 - Worked with cross-functional teams to manage, plan, and facilitate events, including researching vendors, social media influencers, and sponsors.
 - Remained knowledgeable of industry trends, performing competitive analysis to enhance client relations and satisfaction.
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Digital Media Manager

REIGNITE PSYCHOLOGY | DEC. 2016 - FEB. 2018

- Vetted and established roughly 15 industry related-relationships per month in Q1, leading to 3 business partnerships and \$7,000 in revenue.
- Sourced 1000+ images, wrote over 500 captions, and utilized Canva and Photoshop to develop more than 200 designs for social media content, flyers, and merchandise.
- Partnered with executive leaders to design and develop creative branding strategies and digital content.

EDUCATION

BACHELOR'S DEGREE IN PUBLIC RELATIONS | UNIVERSITY OF CENTRAL ARKANSAS - 2016