

## WORK EXPERIENCE

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### Digital Marketing Specialist

GRN Dublin

October 2022 - Present

- Developed comprehensive content marketing strategy delivering weekly technical blogs, industry insights, and interactive polls, contributing to 30 successful placements in H2 2024 while growing LinkedIn community by 106%
- Led data-driven content strategy across Q3-Q4 2023, creating 33 targeted posts with optimized job content achieving 25.4% average engagement rate compared to 3.45% for blogs and 4.1% for polls, driving overall engagement improvement of 21.8%
- Built comprehensive marketing analytics system monitoring 7 competitors and 15+ performance metrics, enabling strategic content decisions and competitive benchmarking to support monthly placement goals

### Marketing Communications Specialist

GRN Palmetto - Columbia, SC

January 2020 - March 2024

- Developed and executed multi-channel growth strategy targeting industrial automation professionals, combining LinkedIn outreach campaigns with ZoomInfo and direct research to grow verified contact database from 10,000 to 30,000 engineering professionals while scaling LinkedIn network from 2,000 to 16,000+ targeted connections
- Designed and implemented company's visual identity system through new logo creation and dual-tagline strategy, standardizing marketing communications across LinkedIn content and recruitment emails
- Built LinkedIn analytics dashboard tracking network growth, follower acquisition, and post performance metrics, delivering weekly insights reports to optimize content strategy decisions
- Managed front-end recruitment operations by screening technical resumes, developing job descriptions, and evaluating software solutions to streamline recruitment processes

## SKILLS

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### Marketing Tools & Platforms

- Google Analytics
- Hubspot CRM
- LinkedIn Analytics
- Excel
- ZoomInfo
- Microsoft Office

### Content & Creative

- Adobe Creative Suite
- Video Production
- Graphic Design
- Content Writing
- Email Templates
- Social Media Marketing

### Strategy & Analytics

- Campaign Management
- Data Analysis
- Lead Generation
- A/B Testing
- Performance Reporting
- Brand Development
- Project Management

## EDUCATION & CERTIFICATIONS

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- **Google Analytics Certification** - Google
- **B.A, Advertising** - University of South Carolina

April 2023

May 2021