

marketing project manager

CONTACT

515-537-3857

marissa.mfrd@gmail.com

marissadaily.com

SKILLS

- project management
- digital and print marketing
- inbound marketing
- copyediting
- social media
- strategic planning
- advertising
- interviews and writing
- public and media relations
- press releases
- Working knowledge of InDesign
- email marketing (MailChimp)
- Google Analytics
- team leadership

CERTIFICATIONS & ACCOMPLISHMENTS

- HubSpot Inbound Marketing
- HubSpot Content Marketing
- Google Analytics
- Named one of LSI's top 25 employees in 2017
- Increased social media engagement by 200+%

EDUCATION

Bachelor of Arts - Magazine Journalism, Drake University.
4.0

marissa daily

EXPERIENCE

MARKETING PROJECT MANAGER

LUTHERAN SERVICES IN IOWA | FEB 2016 - PRESENT

- Field marketing requests, manage and coordinate all marketing and advertising
- Lead the marketing team
- Run social media accounts, plan and write postings
- Co-develop the marketing strategy for LSI's nine service lines
- Pitch to media, coordinate interviews and stories
- Copy edit and review all written and designed content
- Assist in creating and executing fundraising strategy
- Plan and assist with fundraising events

PUBLIC RELATIONS INTERN

CHILDSERVE | AUG 2015-JAN 2016

- Conduct interviews and write client stories for ChildServe digital and print media
- Write social media posts
- Copy edit for content and clarity
- Brainstorm and spearhead company-wide staff awareness campaigns

LEARNING AND DEVELOPMENT INTERN

CHILDSERVE | MAY 2015-DEC 2015

- Plan and design innovative, interactive online courses for e-learning
- Write and copyedit scripts
- Design brochures and handouts

MARKETING INTERN

ZAPIER | JAN 2015 - MAY 2015

- Write blog posts
- Conduct client interviews and pen case studies and partner spotlight pieces

SENIOR EDITOR AND CONTRIBUTOR

URBAN PLAINS MAGAZINE | JAN 2015-MAY 2015

- Write long and short form pieces
- Oversee the writing process and copyedit content
- Juggle multiple stories, writers, and deadlines from ideation phase to final story