

marketing project manager

marissa daily

EXPERIENCE

MARKETING PROJECT MANAGER

LUTHERAN SERVICES IN IOWA | AUG 2018 - PRESENT

- Supervise the LSI marketing team
- Guide and develop marketing strategy for LSI's 8 service lines
- Plan and execute advertising vision, from traditional print to Google AdWords and social media advertising
- Manage Google Analytics, strategize web optimization
- Run multiple social media accounts, grow audience, and develop and implement social media marketing strategy
- Organize, oversee, and deploy all LSI email marketing
- Field marketing requests, project manage all marketing and advertising
- Copy edit, review, and art direct all content

COMMUNICATIONS COORDINATOR

LUTHERAN SERVICES IN IOWA | FEB 2016 - JULY 2018

- Project manage all marketing and advertising
- Run two social media accounts, plan and write postings
- Develop and oversee social media advertising
- Co-develop digital and print marketing strategy
- Pitch to media, coordinate interviews and stories
- Copy edit and review all content

PUBLIC RELATIONS INTERN

CHILDSERVE | AUG 2015 - JAN 2016

- Write for ChildServe digital and print media
- Write social media posts

LEARNING AND DEVELOPMENT INTERN

CHILDSERVE | MAY 2015 - DEC 2015

- Develop and design innovative, interactive online courses for e-learning
- Write and copyedit scripts

MARKETING INTERN

ZAPIER | JAN 2015 - MAY 2015

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

CONTACT

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SKILLS

digital and print marketing
digital strategy
email marketing (MailChimp)
Google Analytics
Google AdWords
Facebook ad network
social media
SEO/SEM
Inbound Marketing
content marketing
project management
marketing copywriting
copyediting
marketing strategy
advertising
public and media relations
InDesign
team leadership

CERTIFICATIONS

HubSpot Inbound Marketing
HubSpot Content Marketing
Google Analytics

EDUCATION

Bachelor of Arts - Magazine
Journalism, Drake University.
4.0