

A H D A C I B A R R E T T

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SKILLS

Marketing Strategy - Copywriting - Content Marketing - Content Creation - Digital Marketing - Influencer Marketing
Project Management - Social Media Management - Paid Ads - Adobe Creative Suite - Microsoft - Google Workspace
Google Analytics - Klaviyo - Mailchimp - Shopify - Amazon A+ - Hubspot - Oracle - Square - Asana - Trello

WORK EXPERIENCE

CONTENT MARKETING COORDINATOR, KRAVET | August 2022 - August 2023

- Developed personalized marketing strategies for a diverse portfolio of luxury brands, tailoring approaches to align with evolving industry trends, craft unique positioning and messaging, enhance brand awareness and foster meaningful connections with target audiences
- Generated captivating copy across various formats, including collection descriptions, email campaigns, digital ads, and internal communications
- Partnered closely with executives to develop a comprehensive content strategy that amplified brand storytelling and delivered a unified brand message
- Implemented and maintained a streamlined content calendar, optimizing workflow and ensuring smooth product launch execution, identifying and capitalizing on key opportunities to deliver impactful marketing messages, maximizing campaign effectiveness
- Managed successful brand photoshoot campaigns from conception to completion, overseeing logistics, post-production, and creative direction, delivering high-quality visual assets that effectively conveyed the brand's identity

MARKETING COORDINATOR, GALISON | September 2021 - August 2022

- Conceived and managed engaging social media content that consistently reinforced brand identity and fostered strong audience connections
- Generated comprehensive monthly marketing reports, deciphering key performance indicators and pinpointing clear opportunities for optimization and strategic growth
- Championed data-driven decision-making, optimizing website functionality and content to streamline customer journey and maximize performance
- Spearheaded and executed targeted email marketing campaigns, strategically designed to elevate user engagement, foster lasting customer relationships, and drive revenue growth
- Assumed ownership of website content, encompassing collections, product listings, and inventory management, guaranteeing a seamless and intuitive customer journey
- Orchestrated impactful influencer marketing campaigns, forging partnerships with influential voices to amplify brand visibility and drive sales

SOCIAL MEDIA COORDINATOR, kanti | September 2020 - January 2021

- Crafted stellar content and copy for kanti's Twitter and Facebook, flawlessly capturing the brand's unique voice, style, and messaging
- Championed a user-centric approach, leveraging insights to ensure kanti's content resonates deeply with its target audience
- Propelled Kanti's social media presence through strategic planning and creative brainstorming, contributing significantly to the development of impactful social and marketing campaigns
- Authored captivating articles for Kanti's blog, "What It Dew," offering insightful perspectives and further igniting audience engagement

SOCIAL MEDIA MARKETING INTERN, whatshetechs | June 2020 - September 2020

- Transformed social media platforms into powerful brand extensions, crafting highly personalized content and copy that resonated deeply with the brand's identity and voice while monitoring industry trends through social listening, ensuring campaigns remained fresh and relevant
- Pioneered targeted outreach efforts to identify and collaborate with influential female voices in STEM, employing masterful relationship-building skills to forge impactful partnerships and driving meaningful engagement

SOCIAL MEDIA & CONTENT INTERN, PRĀZ NATURALS | October 2019 - June 2020

- Led the charge in crafting and executing targeted influencer outreach campaigns, forging strategic partnerships with micro-influencers to orchestrate captivating product giveaways, unlocking doors to new, unexplored markets, propelling brand growth and reach
- Formulated and implemented laser-focused social media strategies, meticulously crafted to captivate our core audience and build meaningful connections

EDUCATION

FASHION INSTITUTE OF TECHNOLOGY, A.A.S in Advertising & Marketing Communications (June 2021)

THE UNIVERSITY OF NORTH CAROLINA AT GREENSBORO, B.A. in Sociology (May 2017)