

JANIE

INNOVATIVE DIGITAL MARKETER

skills

Creative:

Photoshop, Lightroom, Premiere Pro, InDesign, Email Template Design, Canva, Website Design.

Marketing:

Google Ads, Facebook Business Manager, Pardot, MyEmma, Google Analytics, Twitter, Instagram for Business, copy writing.

Admin:

Salesforce, Wix, Wordpress, Squarespace, HTML, Microsoft Office, AP style editing, team management.

education

University of Missouri | 2014-2018
B.A. in Journalism & Political Science

Hootsuite Academy | 2019
Digital Strategy Certification Course

experience

Meridian International | Washington, D.C.
Senior Digital Strategist | Feb. 2019 - Present
Develop creative direction and strategy for paid social + Google Ads; oversee budget + optimization for ad campaigns; analyze + report out on weekly social, email and website analytics; manage daily social media; create + edit website content; produce, segment and target marketing emails.

AdVictory | Washington, D.C.
Digital Strategist | June 2018 - Feb. 2019
Produced creative and copy for Facebook and Google ad campaigns for multiple clients; directed internal social media strategy; tracked and reported analytics.

Relevant Youth | Columbia, MO
Copy Writer | Aug. 2017 - May 2018
Produced copy for multiple client's website and social media accounts.

Columbia Missourian | Columbia, MO
Copy Editor | Aug. 2016 - May 2018

EURACTIV | Brussels, Belgium
Intern | Jan. 2017 - May 2017