

WORK EXPERIENCE

Laura Harvey Marketing

Sonoma, CA

Marketing Manager, Planner, Content Creator, and Business Development

Aug2018-Present

Prospecting & Client Engagement: Led B2B outreach, acquired clients, maintained relationships, and increased business growth

- *Social Media Awards:* Highly Recommended Badge and Local Business Person of the Year on Alignable

Marketing Planning, Coaching, and Consulting: Provided strategic and tactical marketing planning for 3 businesses

- *Brand Plan Implementation:* Worked collaboratively with owners and their teams to improve branding and online presence
- *Presentation & Communication Skills:* Met regularly with business owners to enhance marketing operations, review performance, present solutions, and advise on opportunities to update promotional tactics and develop new business

Website Development: Worked with 5 clients to design, set up, and implement custom websites, with consultation throughout

- *Graphic Design and Copywriting:* Managed all aspects of brand and design development for each client's website

Promotions & Social Media Management: Helped 10 Businesses and one aspiring politician with their promotional content

- *Generating awareness with print marketing:* Designed custom political campaign sign, postcard, and flyer for local campaign
- *Launching and redesigning digital presence:* Launched Podcast that received Apple Podcast 5-star review on first episode
- *Digital marketing:* Created Google Business pages, successful email campaigns, social profiles, stories, reels, and posts

Spinoso Real Estate Group

Fairfield, CA

Marketing Manager +Leasing at Solano Town Center

Aug2022-Oct2023

Marketing Operations: Oversaw 6-figure budget allocation for marketing initiatives & events to drive sales & customer retention

- *Creative Direction:* Captured & edited video/photos, designed graphics & posters with links/QR codes to drive engagement.
- *Results-Oriented Sales Approach:* Met with store managers to discuss sales, collaborate on events, and provide feedback; led promotional campaigns, social media initiatives, and Meta ads strategies, driving measurable customer engagement increases
- *Marketing Analytics and Reporting:* Reviewed event turnout, sales data, Meta analytics, and Google Analytics to track ROI
- *Digital Marketing Content Creation:* Produced & managed Meta content, surpassing 100K monthly reach - highest reported
- *Event Planning:* Planned holiday and monthly event activities, vendor recruitment, set-up, management, and reporting

Impact Justice

Oakland, CA

Host Engagement and Marketing Coordinator

Oct2021-May2022

Marketing Outreach: Managed cold outreach networking, organized participant and host events, and led public relations efforts

- *Supported The Homecoming Project's public relations:* Drafted press releases, managed email newsletters, and assisted press
- *Cold Outreach:* Received 13%+ response rate. Invited contacts & co-hosted virtual webinars about The Homecoming Project

Bushtracks Expeditions

Healdsburg, CA

Marketing Manager

Nov2020-Apr2021

Marketing Leadership: Driving luxury brand growth through digital marketing management and data-driven insights.

- *Paid Advertising & SEO:* Conducted keyword research, created ads, and analyzed Google Ads performance to improve ROI.
- *Cross-Functional Collaboration:* Led in meetings to align timelines, optimize promotions, and ensure brand consistency.
- *Reporting:* Used Salesforce to organize client data and track sales funnel progress, reviewed analytics reports track progress

Marketing Assistant

Sep2019-Nov2020

Luxury Branding & High-End Marketing: Proven record of driving online sales and lead conversions in luxury travel.

- *Content Creation & Advanced Graphic Design:* Designed and edited visually stunning posts and promotional materials, such as landing pages, blog articles, emails, social media posts, & catalog spreads, that resonated with high-net-worth travelers.
- *Lead Generation and Social Media Growth:* Developed cross-platform campaigns that increased sales calls, email subscribers, & follows on Instagram +58%, & LinkedIn +12% through strategic content planning & community interaction.
- *Account Management:* Oversaw content management, vendor relationships, and subscriber data to drive growth.

Relevant Previous Experience:

Marketing Specialist, WonderDads (Apr2018-Jul2018)

Junior Account Executive / Marketing Consultant, Sonoma Media Investments (Oct2016-Jan2017)

Administrative & Production Assistant, Hammett & Edison, Inc. (Mar2015-Dec2015)

EDUCATION

University of California, Davis

Davis, CA

Bachelor of Arts in Technocultural Studies | **Award from Faculty:** Citation for Outstanding Performance in Major

Coursework in marketing, multi-channel content campaigns, presenting and pitching projects, storytelling across mediums, website, documentary, computer music, video editing, audio editing, videography, audio recording, radio show development, design, graphic arts, sustainability, cultural-technology studies, and quant math

Peer Advisor for Cinema and Technocultural Studies, UC Davis (Apr2013-Jun2014) | *Asst. Producer, UC Davis Film Festival* (2014)

SKILLS & INTERESTS

Content Creation: Graphic Design, Video and Audio Editing, Writing, Storytelling, Photoshop, InDesign, Illustrator, Audition, Premiere Pro, Canva, Final Cut Pro, Sales/Communications: Public Speaking, Vendor Management, Salesforce, Asana, Word, Excel, PowerPoint, Teams, SharePoint, Google Workspace, Scheduling

Promotions: Branding, Brand Archetypes, Social Media, Email Marketing, A/B Testing, Google Ads, Meta Ads, Constant Contact, MailChimp, Bonterra,

Website/Ecommerce: WordPress, GoDaddy, System.io, Squarespace, Shopify, WooCommerce, On-Page SEO, HTML, CSS, Website Testing, Google Analytics

Interests: Cooking, Hosting, Planning Events, Dogs, Comedies, Fitness, Health, Mobility, Gaming, Sustainability, E-Commerce, Career Development, Travel, Friends