

CHRISTINA BREWER

Open to relocation

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DIGITAL MARKETING SPECIALIST

EXPERIENCE

Feb 2023 - Current

2626 Consulting

Account Manager (Freelance)

- Manage communication with clients and vendors, and outside creative agency partners to ensure timelines are met, high quality work is delivered, and invoices are completed
- Analyze data, build reports, and present clients with insights and recommendations on a weekly and monthly basis

July 2022 - Feb 2023

Wilks Communications Group (WCG)

Account Executive

- Conduct research, analyze data, and work collaboratively across teams to develop annual marketing strategies for large consumer packaged goods (CPG) clients that align with both short- and long-term brand goals
- Manage organic and paid social calendars, create copy, and conduct daily social community management across Instagram, Facebook, LinkedIn, TikTok
- Lead the redesign of a client's Amazon Storefront, implement and execute monthly Amazon Posts and Amazon Attribution to track promotional efforts as well as maintaining and monitoring SKU product pages for CPG accounts
- Manage product listings including videos, retailer banners, infographics, A+ content
- Execute monthly influencer program including communication management, packaging, shipping, discount codes, and monitoring for 30+ influencers
- Design and curate campaign specific influencer boxes with on theme materials, packaging, and manage relationships with brand partners resulting in a 32% increase in impressions year over year
- Analyze and report the impact of campaigns against objectives as well as identifying learnings to improve effectiveness

April 2021

Assistant Account Executive

- Lead development of copy for digital advertisements, videos, websites, product description pages, brand identities, and media campaigns
- Organize and lead a weekly mentorship program for current interns to supplement professional development and facilitate learning and growth

January 2021

Digital Marketing Intern

- Write and deploy monthly consumer newsletters to grow our audience by 114%
- Write monthly blogs with SEO keywords to attract key outlets and garner an earned readership of approximately 9,643,188 and an ad equivalency of \$18.1K

April - August 2019

Captive Resources, LLC

Communications & Branding Intern

- Managed content for a variety of external and internal channels, including company blog, social posts, employee newsletter, and recruitment materials
- Branded the board book for the first time since company inception, reaching 40+ captives and 2,000+ members

SKILLS

- Excel and PowerPoint
- Google Analytics and Ad Manager
- Facebook Ad Manager
- Amazon Seller Central
- Adobe Creative Suite
- WordPress

EDUCATION

2017-2020

University of Wisconsin-Madison

Bachelor of Arts | Communications & Rhetorical Studies | Business | Digital Studies