

# Marie R. Carlson

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Austin, TX

## ABOUT ME

Dancer, dog lover (& cat lady), novice photographer, yogi, traveler, bookworm, coffee addict, blogger, baseball fan, wannabe wine aficionado, windowsill gardener

## SKILLS

Community growth & management, strong & versatile writer, event & product promotion, event coordination, organization, & execution, client relations, team training, leadership, interpersonal communication, campaign strategy & management, listening, multitasking

### **Tools + Tech:**

Sendible, Hootsuite, Buffer, Later, TweetDeck, Google Analytics, Google Alerts, MailChimp, Asana, dlvr.it, CrowdTangle, CrowdTangle Analytics, CoSchedule, Canva, RebelMouse, Microsoft Office Suite, Google Suite, Photoshop experience, basic HTML, CMS experience, Facebook, Facebook Business Manager, Facebook Ads Manager, Facebook Power Editor, Pinterest, Pinterest Analytics Instagram, Instagram Stories, Instagram Analytics, Instagram Ads, WordPress, Twitter, Twitter Analytics, LinkedIn

## EDUCATION

### **University of Illinois at Chicago**

Bachelor's in Communication / Minor in French

### **Accomplishments & Honors:**

- Dean's List
- Athletic Academic Honor Roll
- Phi Eta Sigma National Honor Society
- UIC Track & Field Team (2010-2012)
- Completed research project on Twitter marketing techniques
- Completed a group project for a mobile application to enhance the user's experience with the city

### **Applicable Coursework:**

- Introduction to Media, Media Communication
- Writing for Electronic Media
- Communication Technologies
- Business Communication
- Mobile Media/Pervasive Gaming/Cities

## MARKETING EXPERIENCE

### **Wide Open Media Group | Social Media Manager**

May 2016 - April 2018 | Austin, TX

#### **Accomplishments:**

- Redesigned Facebook Advertising strategy, decreasing average CPC from \$0.05 to \$0.01
- Developed and executed a promotional strategy for SHOT Show 2018, which helped contribute to over 366k Facebook Live video views & attended the event to curate live content as well as coordinate with video & editorial teams to ensure social processes ran smoothly
- Increased the number of followers on the Wide Open Country Facebook page by 200k in 6 months
- Managed the Social Media Team to ensure all content & new strategies met team & company standards & benchmarks

#### **Responsibilities:**

- Engaged, maintained, & curated content for Wide Open Media Group's social channels as well as owned sharing partners to drive website traffic
- Designed graphics to drive reach & engagement to social accounts
- Analyzed content & social account performance daily, & reported progress weekly & monthly to social & editorial teams, & CEO
- Collaborated with editorial & sales team on campaigns & paid sponsor/giveaway promotions
- Trained new hires & oversaw all (30+) owned accounts, content assignments, & promotions

### **RxWiki, Inc. | Social Media Manager**

December 2014 - November 2015 | Austin, TX

#### **Accomplishments:**

- Promoted from Social Media Intern to Social Media Manager in February 2015
- Increased website traffic from 30,000 clicks to 116,000 clicks by customizing pharmacy posts
- Wrote 44 slideshows for RxWiki Health News website
- Built out the "Social Media Solutions" section of the RxWiki Support Website including 33 articles on social media marketing to teach clients best practices
- Trained & managed interns on building social media profiles & interacting with clients

#### **Responsibilities:**

- Managed all B2C social media accounts & created & scheduled Facebook posts for all 5,000+ pharmacy clients
- Collaborated with the publishing team to brainstorm, write, & edit the website's slideshow content
- Interacted directly with clients to provide support & training to help them maximize their business' social media presence

# FREELANCE MARKETING

## Brand Ambassador

August 2011 - Present | Austin, TX & Chicago, IL

### **Companies/Events Worked:**

- Dragon Spirits Marketing: Beverage Tastings, March 2016 - present
- Beatbox Beverages: BA at Euphoria Music Festival, April 2017
- Mosaic Sales Solutions: BA for Coca Cola at Euphoria Music Festival, April 2016
- Hawkeye Marketing: BA for Gatorade at Chicago Triathlons & Chicago Marathons, August 2011, October 2011, August 2012, October 2012

### **Event Marketing Responsibilities:**

- Incentivize patrons & promote brand hashtags & campaigns on social media
- Learn & understand the promoted products & brand prior to events
- Promote brand awareness by educating patrons on products & brands, sell where applicable
- Engage patrons with an upbeat, energetic, & friendly attitude at all times
- Inform & assist event attendees with booth activities (ie; photobooth)
- Set up/take down equipment & technology

### **Beverage Tastings Responsibilities:**

- Attend training & review session with DSM representative for every client prior to tasting
- Offer product tastes to store patrons & use the brand's story to promote the brand
- Persuade patrons to purchase the product
- Keep table clean & organized

## Social Media Consultant & Blogger

June 2014 - Present | Austin, TX & Chicago, IL

### **Clients:**

- Citygirl Weddings & Events
- Portal: Webseries
- Michael Ward
- Elizabeth Lestina
- J. Star Photography
- Brian Bogart
- Quench Staffing/Mood Board Events
- Steve Pederson

### **Responsibilities:**

- Manage and/or advise social media marketing strategies based on client needs
- Schedule posts via Hootsuite for Twitter and Facebook
- Created Pinterest boards for Citygirl Weddings & Events
- Live tweet/post and compile material during events
- Wrote blog posts as needed
- Managed e-mail marketing content and creation for Cashmere & Wit