





OLIVIA DAFFRON

CONTENT MARKETER

I'm a multidisciplinary creative and analytical marketer who believes thoughtfully curated content leads to stronger brands and loyal consumers. I have experience wearing many hats on small marketing teams, both collaboratively and independently to execute projects that drive revenue from ideation to creation.

CONTACT

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EDUCATION

University of Cincinnati

Major: Electronic Media

Minor: Marketing

TECHNICAL PROFICIENCY

- Adobe Creative Cloud
- Google Analytics 4
- Hubspot
- Canva
- WordPress

SKILLS

- Research & Analysis
- Campaign Strategy
- Project Management
- Lead Generation
- Thought Leadership
- Account Based Marketing
- Content Creation
- Copy Writing
- Graphic, Print, UX Design
- Email Marketing
- Workflow Automation
- SEO

EXPERIENCE

Content Strategist

2021 - Current, Shopventory

- Built automated lead, onboarding, and re-engagement campaigns to drive users down every stage of the buyer funnel.
- Assisted in rebranding the parent company and the launch of a secondary brand through positioning messaging, content creation, and a brand awareness campaign strategy.
- Designed free downloadable kits, content, and campaigns targeting top-of-funnel leads with a 15% conversion rate to trialer.
- Overhauled all existing website content and built new industry verticals, blogs, and solution hubs to drive conversion.
- Implemented lifecycle stage reporting across sources and mediums.

Digital Marketing Associate

2019 - 2021, FoodMaven

- Responsible for converting prospects down the buyer funnel by establishing workflows, creating campaigns, and building sales material to increase new customer acquisition by 27%.
- Led e-commerce sales across three markets with email marketing. Through optimizing emails and targeted strategies, the average weekly specials sales grew by 38%.
- Drove strategy and content creation for all digital channels. This included copywriting and video production, social media, virtual events, blogs, newsletters, paid search, thought leadership campaigns, and the website.

Marketing Coordinator

2018 - 2019, GMi Companies

- Spearheaded the launch of a new website and optimized two additional brand websites by managing an external developer, content creation, UX design, and optimization.
- Managed external design and paid search agencies to execute strategy and create content for target-specific audiences.
- Drove content creation and communication for product launches, including building website pages, photoshop, video production, creative for paid search ads, and sales support material for three brands.
- Executed all in-house photoshop, copywriting, design, advertising, and video projects to increase brand awareness and thought leadership.