

Michelle Beltre

Social Media Director/Marketing Manager



571 - 298 - 7182



michellebeltrec@gmail.com



www.michellebeltre.com



Orlando, Florida

Certifications

- Social Media Marketing - HootSuite
- Content Marketing - HubSpot
- Inbound Marketing - HubSpot
- Google Ad Fundamentals
- Google Analytics
- Google Display Advertising

Expertise

- Social Media Marketing
- Project Management
- Graphic Design
- Competitive Market
- Content Writing
- Digital Advertising
- Email Marketing

WORK EXPERIENCE

Social Media Director
Infinite Laundry | 2017 – Present

- Administer and manage the social marketing platforms for corporate profiles.
- Set up and optimize pages to increase the visibility of social content.
- Generate, edit, publish and share daily content that builds meaningful connections and encourage users to take action.
- Reputation Management – alert clients of new reviews on any of their social media profiles.
- Curate relevant content to reach the audience most likely to convert.
- Design, create and manage promotions and social media campaigns.
- Analyze, review and repost on effectiveness of campaigns in effort to maximize results.
- Build, launch, optimize and report on paid/organic social media campaigns for all clients in both B2B and B2C sectors.
- Make social media team hiring decisions.

Marketing Manager
Sage Dental | 2015-2017

- Lead Social Media Strategy. Work with VP of Marketing to develop effective social Media strategies to drive traffic to website.
- Design marketing materials.
- Writing blog posts for website educational blog.
- Create content for website interior pages and maintain website updated with current/ relevant information such as: new promotions, events and new office location.
- Reputation Management – maintaining and updating 3rd party review sites.
- Responding to customer inquiries and feedback.
- Research media coverage and industry trends.
- Supervise social media outreach.
- Deliver content via LinkedIn, Twitter, Facebook, email, or direct mail.
- Create and deliver press releases.
- Translate from English Marketing materials to Spanish.
- Design and proofread Spanish postcards and marketing materials {Flyers, Brochures, Magazine ads, printed coupons, offers,}

Skills

Adobe Photoshop
Adobe Illustrator
Microsoft office suite
Google Analytics
Google AdWords
Facebook Business Manager
Constant Contact
Wordpress
Adobe Indesign

Languages

English (*native*)

Spanish (*native*)

References



Rebecca Longo
VP Marketing
Sage Dental
561-251-4853



Stacy Schanks
SEO Director
Infinite Laundry
954-864-3711

EXPERIENCE *CONTINUED*

- Write press releases in English and Spanish.
- Coordinate and deliver email campaigns in both English and Spanish.
- Graphic Design: design and create brochures, flyers, and graphics for social media and marketing campaigns using Photoshop, Illustrator, InDesign, PicMonkey, Canva, and other Adobe Creative Suite programs.
- Identify, develop and execute communications strategy for key media contacts and customer references.
- Assistance in coordinating community initiatives
- Conduct extensive media outreach.
- Work with external agency in AdWords campaigns.
- Managing and updating website.
- Create, optimize, and monitor Facebook ads.
- Media Buying: Assist with buying media (TV, Radio spots)
- Creating new website pages / landing pages for new offices openings and marketing campaigns.
- Editing videos for social media and marketing campaigns using Final Cut Pro.

Marketing Communications Specialist

EZDoctor | 2014 – 2015

- Generate, edit, publish and share daily content (original text, images, video or HTML) that builds meaningful connections and encourages community members to take action.
- Customize social media pages (Facebook, Twitter, Google+, YouTube etc.)
- Research and write creative status updates and blog posts for the company Facebook page, Twitter page, LinkedIn, Pinterest, Google+, Instagram and website.
- Write weekly blog posts for EZDoctor Blog and 13 other affiliate blogs. Total of 14-16 blog posts per week.
- Plan and execute content marketing strategies that includes writing video scripts, newsletters, press releases and other marketing materials.
- Brainstorm new and creative growth strategies.
- Create and manage content and social media posting calendar.
- Setting communication strategies to increase brand awareness and engagement with the targeted public.

GET IN TOUCH



michellebeltre



michellebeltre



michellebeltre



michellebeltre