

Michelle Beltre

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Rolled-Up Sleeves Digital Marketing Professional

Self-starter, energetic, and ambitious digital marketing professional with excellent work ethic. Able to operate independently and with limited direction.

EXPERIENCE

Infinite Laundry, Coral Springs, FL — Social Media Director

October 2017 - PRESENT

Develop and execute social media strategies to achieve clients' digital marketing goals

Serve as POC for clients. Maintain constant communication with clients through email, phone calls, text messages.

Lead the development of paid advertising plans including development of objectives, strategies and campaign recommendations.

Set up and optimize pages to increase the visibility of social content.

Track and generate campaign performance reports via access to analytic tools (Facebook, Instagram, Twitter, Pinterest, etc).

Create social promotions to drive followers, post engagement, and user-generated content. Curate relevant content to reach the audience most likely to convert.

Build, launch, optimize and report on paid/organic social media campaigns for all clients in both B2B and B2C sectors.

Reputation Management –alert clients of new reviews, messages and/or comments on any of their social media profiles.

Analyze, review and report on effectiveness of campaigns in an effort to maximize results.

SKILLS

Project Management
Adobe Creative Suite
HubSpot
Wordpress
Content Marketing
Email Marketing
HootSuite
Google Analytics
Google Adwords
Facebook Ads
Instagram Ads
Facebook Business Manager
Email Marketing
Salesforce
Search Engine Optimization (SEO)

Certifications

Hootsuite Social Media
HubSpot Content Marketing
HubSpot Email Marketing
HubSpot Inbound Marketing
HubSpot Social Media
Google Analytics
Google Adwords
Google Display Advertising
Google Campaign Manager
Google Ads Search

LANGUAGES

English, Spanish

Sage Dental, Boca Raton, FL — *Marketing Manager*

March 2015 - October 2017

Work with VP of Marketing to develop and implement marketing strategies that deliver growth and conversion for our key business priorities.

Create marketing collateral to support events and digital products.

Manage the social media presence of the company and build an online audience.

Deploy social media plans (organic and paid) to promote events, content, offers and other revenue-driving initiatives.

Deploy email marketing plans to promote services and offers.

Interpret data to create insights that inform marketing decisions.

Plan, develop, create, and edit content for website/blog, internal and external newsletters, partner communication, social platforms.

Coordinate trade show activities and booth design, including collateral materials and promotions to enhance booth traffic & lead generation.

Manage the look and feel of all marketing materials and content to ensure cohesive message, imagery, and consistency with company voice.

Based on company objectives, research and initiate ideas to maximize marketing impact.

Manage media buys and advertising campaigns to ensure messages are correct, ads run as scheduled and within approved budget.

Develop digital strategies to increase patient reviews (Facebook, Google, Yelp).

Create marketing plans, track budgets, allocate resources, and provide ROI reporting.

EZDoctor, Fort Lauderdale, FL — *Digital Marketing Specialist*

April 2014 - March 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.

Create, optimize and manage social media corporate platforms (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

Create scripts, newsletters, press releases and other marketing materials.

Create and manage content and social media posting calendar.

Setting communication strategies to increase brand awareness and engagement with the targeted public.

EDUCATION

UNAPEC, Dominican Republic — *Advertising*