

CHRISTINA BREWER

DIGITAL MARKETING COORDINATOR

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SUMMARY

Insight and data-driven marketing professional with experience working collaboratively in social strategy, influencer programs, brand awareness, e-commerce, and advertising. Experienced in managing multimillion-dollar budgets and leading integrated campaigns for diverse clients, including premium food and beverage household brands. Seeking to transition from agency roles to an in-house marketing position, leveraging strategic expertise and a passion to elevate brands and deliver growth through creativity.

EXPERIENCE

December 2020
- February 2023

Wilks Communications Group | Clients: Nielsen-Massey Vanillas, Jelly Belly, The Butter Book Account Executive

- Strategized, planned, and coordinated social media calendars, including writing captivating, brand-aligned copy that resonates with target audiences and managing creative asset production
- Managed two direct-report interns and provided professional development and mentorship
- Conducted influencer vetting, outreach, relationship management, PR boxes, and paid activations
- Developed and led shopper marketing initiatives like D2C holiday sales, Amazon storefront redesign, and managed active SKUs and discount codes for US and EU Amazon
- Assisted in launching product lines on retail sites like Walmart.com & Costco.com; wrote and managed product descriptions while prioritizing SEO, product presentation, and a positive customer experience

Assistant Account Executive

- Pitched clients and products to top media outlets for editorial features and press releases
- Lead brand collaborations, resulting in multiple advantageous partnerships with culinary professionals and premium cooking and kitchen brands like Williams Sonoma, King Arthur, and Great British Bake Off
- Organized and led a weekly mentorship program for current interns to supplement professional development and facilitate learning and growth

Digital Marketing Intern

- Executed monthly consumer newsletters and grew active audience by 114%
- Wrote monthly blogs & garnered an earned readership of ~9,643,188, an ad equivalent of \$18K+
- Conducted daily social media monitoring and community management

February 2023 -
Current

2626 Consulting | Clients: Figo, Pets + Us, Pet Partners, American Dental Association, Haas Avocado Board Marketing Account Supervisor

- Develop and manage paid media budgets for multiple clients (totaling \$2M+/month) and distribute budget across paid channels based on performance and analysis to deliver growth targets
- Provide strategic leadership and collaborate to develop and execute integrated advertising campaigns on Google, Facebook, Instagram, LinkedIn, Pinterest, TikTok, YouTube, and Snapchat
- Build full-funnel marketing campaigns and roadmaps and present recommendations to Clients
- Analyze campaigns and direct team on improvements to increase conversion rates and lower cost-per-purchase across channels; YoY purchases increased by 1,661.8% and CPP reduced by 69.9%

Marketing Account Manager

- Lead performance meetings, prepare proposals, presentations, and other client correspondence
- Evolve multiple director and VP level client relationships with regular communication to ensure satisfaction and success
- Monitor performance and translate digital performance metrics into synthesized, actionable courses of action; Use data to present strategic marketing plans with recommended go-to-market channels

SKILLS

- Project management
- Design skills (Canva & InDesign)
- Attention to detail
- Strong communication skills
- Paid advertising (social, search, programmatic, & display)
- Google Analytics & Data analysis
- Social media strategy and content creation
- Influencer and media relations

EDUCATION

May 2020

University of Wisconsin-Madison | Bachelor of Arts
Major: Communications & Rhetorical Studies
Certificates: Business & Digital Studies