

Gabrielle M. Brotherton

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Education	The University of Tulsa—May, 2016 English Major with Minor in Communications and Certificate in Advertising
Work Experience	<p><u>Crema</u>, Kansas City, MO <i>Marketing Specialist</i> (December 2018-present)</p> <ul style="list-style-type: none">● Provide overall strategy for Crema’s marketing & content initiatives● Work closely with Sales team to establish top-of-funnel tactics, collaborate on Account-Based Marketing initiatives, and align reporting with next steps● Manage Crema content, including social media, blog posts, webinars, guest contributors and email● Provide proofreading and editing for all written content produced by Crema● Strategize and implement all SEO efforts for the website● Work with outside vendors to ensure all marketing initiatives are carried out correctly● Provide reputation management pertaining to Crema’s awards, press releases, and online perception <p><u>GlynnDevins</u>, Kansas City, MO <i>Inbound Marketing Manager</i> (May 2018-October 2018)</p> <ul style="list-style-type: none">● Set up and edit directory listing in Yext and Google My Business● Create and present quarterly content calendars based on keyword research● Manage enhanced SEO clients, including blog creation and monthly projects● Provide SEO recommendations for new website builds based on keyword research● Create quarterly and semi-annual SEO reports based on data gathered from Google Analytics and provide CRO suggestions based on report● Create social media content calendars that encourage follower engagement <p><u>Ontarget Interactive</u>, Kansas City, MO <i>SEO Specialist</i> (January, 2017-May, 2018)</p> <ul style="list-style-type: none">● Create backlinks via guest blog posts and directory listings● Craft website content that’s on-brand and SEO friendly● Manage social media accounts, including content creation● Create and upload 1,500-word blog posts based on keyword research● Complete site audits and index sites in Google Search Console <p><i>Marketing Intern</i> (August, 2016-December, 2016)</p> <ul style="list-style-type: none">● Crafted articles for SEO based on keyword research● Managed and created company social media accounts <p><u>Kauffman Center for the Performing Arts</u>, Kansas City, MO <i>PR/Marketing Intern</i> (August, 2016-December, 2016)</p> <ul style="list-style-type: none">● Maintained social media accounts using Buffer● Crafted blog posts on upcoming performers for website● Designed digital flyers for students● Researched and compiled data for email blasts and youth engagement activities
Computer Skills	Adobe Creative Suite, WordPress, Webflow, Google Drive, WordFly, SEMrush, Basecamp, Lucky Orange, Hootsuite, Buffer, Canva, Screaming Frog, Mailchimp, Hotjar, Jira, Confluence, Dropbox Paper, Ora, Simplecast, Facebook Advertising, and LinkedIn Advertising
Certifications	Hootsuite, AdWords (Search Advertising), Hubspot Inbound, Advertising (University of Tulsa), Yoast SEO and Google Analytics