

Livi Wise

330-221-5171 | liviw325@gmail.com | liviwise.com

Industry Experience

Marketing Manager at The Media Captain | October 2021 - Present

- Provides high-level support of all digital strategists and oversees bi-weekly reviews of all client accounts
- Oversees all onboarding clients and consultation packages
- Implemented new process for all onboarding clients to ensure proper time allocation and nurturing of new accounts
- Handles high-involvement email marketing strategies and flow setup within multiple platforms
- Manages high-priority paid social clients and guides overall content strategy of all social media clientele

Digital Marketing Strategist at The Media Captain | March 2020 - October 2021

- Managed and advised on all digital accounts for 30+ clients on a monthly basis, including both local and global brands
- Handled millions of advertising dollars per year across Google pay-per-click and paid social media campaigns
- Acquired millions of dollars in revenue across multiple accounts per year through optimization of paid campaigns
- Wrote and implemented dozens of search engine optimization recommendations for clients across multiple industries
- Managed social media task queue to streamline project requests from other digital strategists

Communications Intern at Kent Displays, Inc. (Boogie Board) | January 2020 - March 2020

- Established reference guide for social media best practices and content strategy
- Lead environmental design initiative to display products and historical timeline of company for visitors and potential customers
- Built needed public relations assets and marketing collateral
- Assisted with focus group moderation and qualitative feedback assessment

Content Strategy Manager at Ohio University Division of Student Affairs | January 2018 - January 2020

- Guided overall content strategy for 16 DOSA social media clients
- Managed team of three social media coordinators
- Drafted, edited and scheduled all social media content, worked with analytics manager to determine opportunities for development
- Developed initial consolidation plan and exit strategies for 12 accounts to increase engagement and establish effective brand voices
- Programmed multiple social campaigns to present to clients for re-branding efforts
- Worked with marketing strategists to integrate client expectations into social practices

Relevant Involvement

Vice President of Social Media for Scripps Public Relations Student Society of America

- Managed and created content for Chapter's three social media accounts
- Announced and covered Chapter events on social media
- Participated in monthly PRSSA national Twitter chats
- Led "PR Bootcamp" session to educate new members on social media best practices
- Partnered with vice president of public relations to optimize website content for social media
- Tracked account analytics to advise executive board on content creation that would resonate with members and intended audiences

Education

Ohio University | Scripps College of Communication

- B.S. in Journalism - Strategic Communication
- Social Media certificate program
- Magna Cum Laude
- Graduation: December 2019

Skills, Tools & Certifications

- HubSpot Inbound
- HubSpot Inbound Marketing
- HubSpot Social Media
- HubSpot Sales
- Google Analytics
- Google Ads
- Meta Business Suite
- Facebook Ads Manager
- Pinterest Ads
- TikTok For Business
- SEMRush
- Klaviyo
- Zapier
- GatherUp
- WordPress + WooCommerce
- Shopify
- Event Planning + Coordination