

# SUSAN WRIGHT-SMITH

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## DIGITAL MARKETING STRATEGIST

7+ years of experience in social media, online advertising and copywriting, with a documented record of success in increasing online presence and brand awareness

MBA and BA in Information Systems and Management | Social Media Certification

- ◆ Expertise in multiple digital marketing disciplines, including social, content, and email marketing.
- ◆ Proven success in driving results through social media, community engagement, and copywriting.
- ◆ Results have included **triple-digit sales growth** and **massive leaps in audience engagement**.
- ◆ **Extremely passionate and knowledgeable about digital media.**

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### AREAS OF EXPERTISE

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|---------------------------|-------------------|---------------------|
| ○ Social Media Marketing  | ○ Copywriting     | ○ Content Marketing |
| ○ Blog Authorship         | ○ SEO & SEM       | ○ Web Analytics     |
| ○ Conversion Optimization | ○ Email Marketing | ○ A/B Testing       |

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### PROFESSIONAL EXPERIENCE

MATCHMAKER.COM – New York, NY

2010-Present

*Leading online dating network with 10 websites and 30 million members*

#### Online Marketing Specialist

Co-managed all online marketing for 10 websites in the US and Europe, working closely with manager and one colleague. Oversaw and guided 4 team members in European office through training materials and workflow organization. Coordinated across multiple departments internally (marketing, creative services, finance etc.), and collaborated with external consultants including IT professionals and foreign language translators.

*Successes include:*

- ◆ **Social Media & Community Management:** Established strong social media presence across Facebook, Twitter, Pinterest, YouTube, and other key sites for all 10 brands.
- ◆ **Copywriting & Content Development:** Developed SEO/viral-optimized content for 10 websites, writing many blog posts, site copy, and promotional messages. Successes include authoring several articles that were picked up by national US and European media outlets.
- ◆ **PPC Advertising:** Oversaw multiple successful search, display, and mobile advertising campaigns, including writing and testing ad copy. Consistently increased click-through rates and ROI on PPC advertising, driving improvements of up to 150% over prior results.
- ◆ **Email Marketing:** Revamped email marketing content plans and schedule for the top sites, delivering an unprecedented average 57% open rate (formerly 12%) by dramatically improving content and headlines.
- ◆ **Growing social media presence:** Ensured each brand maintained its own individual voice and targeted the right audience.
  - **Grew Facebook page for over55dates.com to 122,000+ “likes”** through smart content curation, effective engagement, and targeted Facebook advertising.
  - **Selected for a HubSpot case study** as a result of success combining Google+ pages, Google groups and Google Hangouts to engage and grow audience.
  - **Introduced contests as a way to grow followers and fans** on Facebook and Twitter, working closely with web designers on targeted landing pages.

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- **YouTube:** Co-created YouTube video to drive brand awareness for over55dates.com, achieving above-average 20% view-through rate (over 310,000 views).
- **SEO:** Achieved first page Google ranking on key terms for two of the company's sites after optimizing content.
- **Landing Page Optimization:** Drove subscription increase of 10-25% for several websites by writing and testing landing page copy to improve conversions.

INSTANTSNAP.COM – Washington DC

2008-2010

### **Social Media & Marketing Assistant**

Developed broad range of marketing materials including articles, brochures, press releases, newsletters, announcements, and presentations. Established and managed social media presence after identifying opportunity and volunteering to take on extra work.

- **Assisted with the design of the company's first website**, helping to translate newly defined brand guidelines into a compelling and engaging web presence; wrote draft content.
- **Enhanced media exposure and brand recognition** through blog and newsletter that earned rave reviews from clients.
- **Established Twitter and Facebook presence** and recommended a series of YouTube videos that were created at a later date.

HEADLINENEWS.COM – New York, NY

2006-2007

### **Marketing Assistant / Copywriting Assistant (2007) | Marketing Intern (2006)**

Hired as an intern and quickly promoted to full-time position. Scope of projects included web content, SEO, blog content, web articles, PR writing, news reporting/writing, proofreading/editing, and more.

- **Recognized and commended by manager and internal clients** for consistently producing well-researched, high-quality content that exceeded expectations.

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## EDUCATION & CREDENTIALS

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### **Master of Business Administration, Concentration in Information Systems, 2009**

Wayne State University, Detroit, MI

### **Bachelor of Arts in Information Systems and Management, Honors, 2006**

Wayne State University, Detroit, MI

#### **Certifications:**

Inbound Marketing Certification – HubSpot Academy

#### **Computer & Web Knowledge/Skills:**

Mac and PC platforms; Microsoft Office; Adobe Photoshop; Dreamweaver; Google: Adwords & Adwords Editor, Analytics, Conversion Optimiser, Webmaster Tools, Keyword Research Tool, Google Docs; Bing Ads, Bing Editor; Yahoo Advertising, Yahoo Desktop Editor; Facebook Advertising, Facebook Power Editor, Facebook Insights; In-house email marketing platform; SEOMOZ Tools; Bruce Clay SEOtoolset; Hitwise; HubSpot, Wordpress and Blogger; HubSpot email testing and email marketing analytics; Social media management dashboards – HubSpot, Hootsuite, Tweetdeck, CoTweet, Buffer; Social media channels – Facebook, Twitter, Google+, LinkedIn.