

SHARMAINE CARTER

Associate Director, Marketing

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SUMMARY

High-performing team leader and accomplished marketer with 11 years of experience transforming brand stories into integrated marketing campaigns that impact businesses. Talent for overseeing strategy and development for product launches, influencer activations, brand partnerships, and earned media opportunities in the technology, consumer, and QSR space.

PROFESSIONAL EXPERIENCE

ASSOCIATE DIRECTOR, SOCIAL MEDIA

06/2021 – 06/2022

Bounteous

- Supervised team of five in daily operations for agency's largest client in areas of social media strategy, community management, influencer activations, consumer research, and reporting
- Defined client goals, established overall brand health metrics and collaborated on annual SOW with leadership in order to create a strategic roadmap for Wawa
- Leveraged consumer insights to strategize Wawa's first brand refresh, resulting in a pivoted channel strategy, voice, and visual representation on social media
- Managed a \$40,000 budget and led concept development of client's first onsite influencer and community activation

DIGITAL MARKETING LEAD

06/2020 – 06/2021

McAfee Cybersecurity

- Managed two contractors and mentored one junior level team member in order to drive the development and launch of key digital campaign initiatives
- Collaborated with leadership, sales and talent acquisition teams to develop company's first full-funnel, paid social campaign. Increased traffic to career site by 15% by designing creative messaging strategy, employing retargeting techniques, and implementing conversion tracking in order to drive awareness and generate job leads
- Developed Women In Sales campaign, coordinating with over 60 participants for written content creation. Exceeded engagement benchmarks by 3%, resulting in leadership's request for additional series

SOCIAL MEDIA STRATEGIST

08/2017 – 10/2019

Toyota Motors North America

- Consulted on influencer strategy and selection process for Toyota's Olympic sponsored athletes

- Oversaw execution and content creation for brand's influencer social campaign, creating shot lists, collaborating with photographers, and formalizing the communications plan for Toyota's Olympic activation with Amy Purdy
- Trained team of 8 customer success and community management reps on brand's real-time social engagement for events including Super Bowl, Winter Olympics and National Auto Shows
- Orchestrated planning and execution for Thank You Campaign video and photo shoots. Secured studio space, procured product loan, managed agency, coordinated talent, scouted shoot locations and provided onsite creative feedback to photographers

PRODUCT MARKETING MANAGER

09/2014 – 03/2017

Multibrain

- Awarded by leadership for pioneering highest-performing customer outreach program for company's first beta launch, resulting in 90% retention rate within test group. Innovative techniques were implemented across all customer success programs due to positive results
- Drove all product marketing GTM activities including website messaging, naming, positioning, creative campaigns, marketing collateral, research and analysis for new product launches

SOCIAL MEDIA MANAGER

06/2013 – 09/2014

Freelance

- Launched first digital campaign for client with minimal online presence and boosted their social media following to 6,500 on Twitter and 4,500 on Facebook over a short 7-month period
- Devised client's first strategic social media plan and developed roadmap for implementation; Established performance benchmarks and tracking system to evaluate campaign performance

ACCOUNT COORDINATOR

12/2011 – 06/2013

TPN

- Managed creative projects to completion and facilitated team communication between creative and account teams for two internationally recognized brands – Gatorade and Bimbo Bakeries
- Led prize fulfillment and community management efforts for two nationally-ran social media contests for Thomas' English Muffins

EDUCATION

THE UNIVERSITY OF TEXAS AT AUSTIN

2007 - 2011

B.S. Advertising / Graduated with Honors

LANGUAGE

Spanish | Moderate Fluency / Conversational

SKILLS

ANALYTICS AND REPORTING
MARKET RESEARCH
COMPETITIVE ANALYSIS

MARKETING PERSONAS
PRODUCT POSITIONING
PAID ADVERTISING

MARKETING STRATEGY
COMMS PLANNING
CAMPAIGN EXECUTION