

# SHARMAINE CARTER

## Digital Marketing Manager

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### SUMMARY

Driven marketing professional with over 9 years of experience transforming brand and employer stories into impactful social media campaigns that deliver results. Talent for creative storytelling, content strategy, and employing digital tactics to generate leads through paid campaigns.

### PROFESSIONAL EXPERIENCE

#### DIGITAL MARKETING MANAGER

06/2020 - Present

McAfee Cybersecurity

- Lead McAfee's employer brand and content strategy through management of Life at McAfee Blog, Instagram, Facebook, LinkedIn, Glassdoor, and Twitter accounts.
- Developed Women In Sales campaign, coordinating with over 60 participants for creation. Exceeded engagement benchmarks by 3%, resulting in leadership's request for additional series.
- Spearheaded Belong Campaign, a paid social campaign across recruitment platforms. Devised new retargeting plan using email contact lists and insight tag data, doubling click-thru rate and increasing traffic to the career site by 15%.
- Collaborate with talent acquisition team to supply social media assets across broad network of recruiters in order to advance HR-focused organizational objectives.
- Introduced employee social amplification program and leveraged data analytics to form marketing personas used to inform targeting decisions for paid digital campaigns. Boosted average engagement per post by .5% upon implementation.

#### SOCIAL MEDIA STRATEGIST

08/2017 - 10/2019

Toyota Motors North America

- Pioneered Audience Advocacy Program. Conducted market research to identify key consumer groups and behaviors within online communities. Developed community management playbook and managed all campaigns with primary purpose of fan storytelling.
- Trained and mentored team of 8 customer success and community management representatives on brand's real-time social engagement for all major trending events including Super Bowl, Winter Olympics and National Auto Shows.
- Pitched concept and led creative development of successful Toyota Owners' Stories campaign. 8-part video series exceeded organic benchmarks, hitting a 6% engagement rate.
- Orchestrated planning and execution for Thank You Campaign video and photoshoots including securing studio space, procuring product loan, managing agency, coordinating talent, scouting shoot locations and providing onsite creative feedback to photographers.

## DIGITAL PRODUCT MARKETING MANAGER

09/2014 – 03/2017

Multibrain

- Awarded by leadership for pioneering company's highest-performing customer beta program, resulting in 90% retention rate within group. Innovative techniques were implemented across all customer success programs due to program's success.
- Mapped out user journey, planned messaging strategy, and conducted user tests to inform in-app and email automation campaign. Increased user engagement and decreased drop-off rates by 28% upon implementation.
- Created paid lead generation social campaigns, executed A/B testing plan for strategies and optimized performance of ads for clients. Determined ad placements, budget and creative.
- Supervised junior account manager and intern, delegating daily tasks, providing feedback, and evaluating job performance.

## 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.
- Developed cross-channel strategy, managed editorial calendar, designed creative assets and curated content across Facebook and Twitter for small business clients.
- 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.
- Provided quality assurance of creative deliverables before print or digital publishing.

## EDUCATION

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THE UNIVERSITY OF TEXAS AT AUSTIN

2007 - 2011

B.S. Advertising / Graduated with Honors

## LANGUAGE

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Spanish | Moderate Fluency / Conversational

## SKILLS

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ANALYTICS AND REPORTING

MARKETING PERSONAS

COPYWRITING

MARKET RESEARCH

BRAND POSITIONING

ADOBE PHOTOSHOP

COMPETITIVE ANALYSIS

PAID ADVERTISING

GO-TO-MARKET STRATEGY