

Dakota Drake

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SKILLS OVERVIEW

- UI and UX strategy.
- Strategic social media management.
- Strategic digital process design.
- Ecommerce design.
- Team development.
- Operations management
- Content strategy and copywriting.
- Visual design
- Product photography
- Design project management
- Inclusive and accessible web design
- Event planning

PROFESSIONAL EXPERIENCE

AudioEye, Scottsdale, AZ

Mar 2019-Aug 2020

Marketing Manager

- Translated brand standards into an engaging B2B social media campaigns driving awareness of web accessibility.
- Took part in a go-to-market strategy for a SaaS product launch.
- Created a national event and trade show strategy for a \$100k budget
- Lead a customer education webinar project that included an email drip campaign, live and recorded webinars, and a landing page redesign.
- Planned lead generation webinars as part of a larger marketing strategy.
- Started and attended two Meetup groups for web creatives to learn about digital inclusion and accessibility.
- Planned and wrote email drip campaigns through Pardot and Salesforce.
- Developed content marketing strategies for tech product launches and for overall branding and sales.
- Took part in the company's paid digital marketing efforts through pay per click media and paid media buying.
- Worked with and was a point of contact for the company's lead-generation, SEO, PPC, and PR partners to develop a holistic marketing strategy.
- Utilized CSM platforms such as Salesforce to discover and report on the effectiveness of sales and marketing efforts.

Tangent Digital, Scottsdale, AZ

Sept 2017-Oct 2018

Marketing Coordinator, Client Account Manager

- Implemented, tracked, and reported on client KPIs to measure the effectiveness of marketing efforts.
- Built and managed Google Adwords campaigns for multiple clients in a variety of industries.
- Researched and wrote engaging blogs and weekly emails for a wide audience.
- Planned and carried out marketing campaigns that include a full scope of a digital ecosystem, including ecommerce and website changes, email management through Mailchimp, social media, blogs, and PPC.
- Promoted clients and engaged audiences on social media platforms, both organically and through PPC.
- Performed full client website and social media audits for improved messages and navigation.
- Created engaging advertising artwork and design using Adobe Photoshop for use on social media.

Freelance Social Media Marketing and Communications Consultant

Mar 2016-Current

- Perform full website, SEO, SEM, and social media audits for improved messages and navigation.
- Create social media metrics to measure the effectiveness of marketing efforts.
- Write engaging website copy and blogs.
- Promote clients through social media posts: Facebook, Twitter, Pinterest, Meetup, YouTube, Instagram, and promotional videos.

- Design and implement SEO-friendly, targeted, message-specific marketing campaigns.
- Build and manage Google Adwords campaigns.

Keith Brewer Consulting, Scottsdale, AZ
Client Services and Marketing Manager

Jan 2017-Aug 2017

- Created reports of continuous improvement for clients based on on-site observations.
- Wrote training guides for clients' employees and trained them on best practices.
- Performed full website and social media audits with suggestions for change for client companies.
- Designed engaging and informative print materials using Publisher, Photoshop, and InDesign.
- Led and executed the complete redesign of the www.kbrewerconsulting.com website using WordPress for optimized visual design, UX, and SEO.
- Filmed and edited promotional videos for clients to be used in emails and on client websites.

Global Chamber, Scottsdale, AZ
Manager of Global Operations

Oct 2014-Jan 2017

- Facilitated the design of business processes to enhance efficiency and quality in a start-up environment.
- Assisted with the launches of over 60 new chapters, including managing events, website development, training, and marketing.
- Documented dynamic new processes by writing all company standard operating procedures for HQ, and all of our 60+ domestic and international branches.
- Developed metrics for tracking sales for 500 domestic and international metro areas.
- Built and monitored the ecommerce pages for the site, including designing UI and UX flow.
- Researched, implemented, and trained others on a CRM system that coordinated with three databases.
- Wrote training guides for all Executive Directors across the globe and with varied cultural and professional backgrounds.
- Designed and led all live training webinars with more than 50 on-boarding Executive Directors and was their main point of contact throughout their training.
- Led successful development of a monthly Virtual Event series for 10 months and started the Virtual Communities program.
- Planned and the documented events from start to finish, both on-site and online.
- Developed a membership tracking system for global membership outreach and involvement.
- Executed marketing plans, including social media strategy and writing copy for the website.

Carlson Galleries, St. Louis, MO
Operations Manager, Product Photographer

Oct 2011-Feb 2014

- Oversaw the operations of the retail and e-commerce business with a high level of autonomy.
- Coordinated cross-functional activities between 4 departments.
- Managed sales updates and inventory records between two websites and 3 databases.
- Supervised logistics and coordination of domestic shipping.
- Performed professional photography of finished merchandise with a DSLR camera and Adobe Photoshop to list on the company website and Ebay.
- Interviewed, trained, and managed a team of 6 technical employees.

Franklin Insights Marketing, St. Louis, MO
Account Executive and Manager

May 2011-Oct 2011

- Performed direct sales and marketing for Fortune 500 clients.
- Accountable for sales territories in the entire St. Louis area.
- Interviewed and trained sales professionals.
- Led weekly meetings of 2-10 professionals.

EDUCATION

Bachelor of Science, Business Administration

International Business, Entrepreneurship

Southern Illinois University Edwardsville

2007-2011