



# CATIE MALONE

Social Media/Digital Marketing Professional

## EXPERIENCE

### Marketing Assistant

September 2022 - October 2023

*Government Services Exchange | Clearwater, FL*

- Plan, write, and execute marketing emails and SMS campaigns
- Curate content for website landing pages, blog articles, and press releases
- Develop creative digital marketing strategies using SEO and PPC
- Perform market research, strategize with other marketing professionals, and create content to aid in the success of campaigns
- Measure digital traffic and observe Google Analytics
- Drive brand awareness and generate leads through all digital channels
- Create, organize and implement content for brand's social media channels to increase engagement
- Monitor social media channels and online reviews and respond to customers inquiries and comments in a timely manner

### Campus Representative

October 2019 - May 2022

*GoPuff | Morgantown, WV*

- Produce, schedule, and post content on personal social media channels to generate brand awareness
- Organize and host promotional field marketing events and activities on campus
- Act as a brand advocate by representing the brand's values and messaging online and on the West Virginia University campus
- Conduct social media research and provide recommendations to improve brand's online presence

## CONTACT

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## EDUCATION

### WEST VIRGINIA UNIVERSITY

Aug 2018 - May 2022

- Bachelor of Science in Business Administration
- Major: Marketing
- Area of Emphasis: Digital Marketing Promotions - 3.75 GPA

## CERTIFICATIONS

HubSpot Inbound Marketing, Hootsuite Platform, Hootsuite Social Marketing, Google Ads Search, Google Ads Display, LinkedIn Fundamentals, HubSpot Social Media Marketing

## SKILLS

- Zoho CRM
- Procreate
- HubSpot
- Final Cut Pro
- Hootsuite
- G Suite
- Canva
- Microsoft Office
- Squarespace
- Google Ads
- Adobe CC
- Google Analytics

## COPYWRITING

- *From Start-up to Success: How the 8(a) Program Empowers Small Businesses*
- *NAICS Codes: What Are They & Why They Matter for Government Contracting*
- *A Recession is on the Way: Is your Business Prepared?*