

# PAIGE WHITIS

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Skilled digital marketer with a passion for building and strengthening brands.

## SKILLS

- HTML & CSS
- PPC advertising
- Social media marketing
- Excellent customer relation skills
- Online copywriting
- SEO knowledge
- Brand development and awareness
- Skilled multi-tasker

## EXPERIENCE

**JUNE 2018 – PRESENT**

### **DIGITAL MARKETING SPECIALIST, THE AMMO GROUP**

- Manage and optimize campaigns to overcome identified business challenges related to customer retention, brand awareness, sales, online presence or reputation, and visitor traffic.
- Ensure client satisfaction by sending monthly editorial calendars, proposed content, and ad proofs for approval.
- Efficiently manage clients' monthly online advertising budgets, ranging from \$1,500 to \$6,000.
- Align each client's visual design and brand messaging elements to ensure consistency across digital advertising and marketing platforms.
- Develop, implement, and analyze the company's own digital marketing strategies according to brand goals and identity.
- Achieved a CPC of \$0.04 and a CTR of nearly 7% for a paid Facebook campaign in less than 30 days.
- Research and implement ways to streamline internal processes, reduce CPC, increase CTR, and improve other variables.
- Collaborate with the design department to acquire ad creatives in a timely manner for each new search engine campaign.

**MAY 2018 – PRESENT**

### **DIGITAL MARKETING CONSULTANT, CONTRACT, THE CASITAS AT GRUENE**

- Assisted in creating the brand identity, including the logo, and implemented it across the website and social media profiles.
- Generated brand awareness leading up to the grand opening through social media.
- Designed and developed the website according to the company's needs, including integrating a property management software to allow reservations and payments online.
- Create content for web, such as social graphics, ad creatives, and website banners.

- Design marketing materials including business cards, flyers, brochures, t-shirts, and koozies.
- Develop and implement paid search and social media advertising campaigns to increase bookings, brand awareness, and engagement.
- Consult with owners to develop advertising budgets, in-house social media practices, and seasonal marketing plans.
- Report analytics and results to the client on a monthly basis.

**JUNE 2018 – AUGUST 2018**

**DIGITAL MARKETING CONSULTANT, CONTRACT, WINDSHIP TRADING**

- Assisted in redesign of wholesale and retail e-commerce sites to drive conversions and simplify navigation of large catalog.
- Designed web, social media, and email graphics to highlight products and upcoming trade shows.
- Ensured that all graphics, copy, and messaging aligned with each brand's unique identity.

**AUGUST 2017 – JUNE 2018**

**DIRECTOR OF WEB SERVICES, YELLOWBIRDY**

- Monitored advancements in social media and technology to adopt new platforms and facilitate integration into marketing plans.
- Developed and maintained the brand identity of the company and applied it to the website, social media profiles, and all marketing materials.
- Produced pay-per-click ads, social media content, and websites for the company and for all digital marketing clients.
- Collaborated with and managed a small team to develop marketing materials.
- Created unique digital marketing content and strategies according to each client's business short and long term business goals.
- Ensured client satisfaction through direct communication to develop and maintain successful digital marketing plans.
- Monitored analytics, sent monthly reports to clients, and optimized marketing strategies accordingly.
- Researched and implemented SEO initiatives to improve content, keywords, and branding.
- Collaborated with the entire team on standardization, design and production of marketing materials.
- Generated new leads through social media campaigns, and assisted in the sales process.

**EDUCATION**

**AUGUST 2017**

**BACHELOR OF ARTS IN MASS COMMUNICATION, TEXAS STATE UNIVERSITY**

Minor in Philosophy. Dean's List Honoree Fall 2013 and Spring 2017.

**ADDITIONAL EXPERIENCE**

- Google Ads Fundamentals Certification
- Google Analytics Individual Qualification Certification
- Online Reputation Management, NB Business University, New Braunfels Chamber of Commerce

