



# BRIA GUTIERREZ

## QUALIFICATIONS

**Digital Marketing:** SEO, Content, Creative Development, SEM  
**Social Media Management**  
**Public Relations**

## SKILLS

**Computer:** Microsoft Excel, Word, PowerPoint; Pages, Keynote; Adobe Photoshop, Illustrator

**Digital Marketing:** Google Analytics, Google Adwords, Google Search Console, Google My Business

**Social Media:** Sprinklr, Facebook, Facebook Advertising, Twitter, Instagram, Snapchat, Tumblr, Pinterest, LinkedIn

**Language:** English, Spanish, Chinese

## EDUCATION

**American University, Kogod School of Business**

**Washington, DC | 2010 - 2013**

*Bachelor of Science in Business Administration*

Specialization: Marketing

Minor: Communication

GPA: 3.55/4.0

Dean's Scholarship

Leo M. Berstein & David I.

Estrin Scholarship

## CONTACT

[briagutierrez.com/contact](http://briagutierrez.com/contact)

## PORTFOLIO

[briagutierrez.com/social-content](http://briagutierrez.com/social-content)

## EXPERIENCE

### **Dover Saddlery, Equestrian Retail Store**

*Product Advisor | February 2023 - present*

Store maintenance, customer service, and social media content creation

- Ideate, create, and copy write content for the store's Instagram account, increasing reach over 200% and increasing engagement over 100%
- Maintain sales floor to increase product organization and stock new inventory in a timely manner to maximize sales
- Assist customers with product inquiries, purchases, and returns/exchanges

### **Twitter, Social Media Platform**

*Sr. Social Content Strategist | October 2022 - January 2023*

*Social Media Manager II | January 2022 - October 2022*

*Social Media Manager I | September 2019 - December 2021*

Content strategy and social insights for @TwitterSupport

- Collaborated cross-functionally to develop social content strategy (including drafting Tweet and reply strategy copy) for customer support around product launches, user education, and bug notices, increasing monthly volume of proactive Tweets and engagement rate by 400%
- Trained coordinators on drafting Tweet reply copy to align with support-specific brand voice, continually assisting the team with ongoing copy editing
- Implemented and documented Tweet drafting and publishing processes for @TwitterSupport
- Developed social content strategy for the relaunch of the @verified Twitter account and Twitter Verification program
- Built and managed Tweet reporting and social listening processes to share customer feedback on new product launches and experiments to inform product development

### **Ariat, Outdoor Apparel & Footwear Brand**

*Associate Social Media Community Manager (Contract) | June 2019 - August 2019*

Leader of consumer insight gathering across nine different social profiles for four brand segments

- Coordinated responses to direct messages and public comments across Facebook, Twitter, and Instagram accounts, maintaining an 80% or higher rate of positive sentiment
- Shared customer and audience insight reporting cross functionally to better inform content strategy and business decisions
- Processed an average of 70 customer service inquiries per week that arose through social media communication, with the aim of increasing customer LTV

### **TechStyle Fashion Group, Online Fashion Retailer**

*Acquisition Marketing Manager - JustFab | June 2018 - May 2019*

Main point of collaboration among SVP of Marketing and cross-functional teams in developing customer acquisition strategy to grow the brand's fashion-subscription membership base of over 2M

- Delegated requests for ad creative to a team of five graphic designers to support a multi-million dollar digital advertising budget, producing an average of 500 ad assets per month
- Planned, executed, and analyzed A/B testing of website landing pages multiple times per month, increasing conversion rates from 10-100%
- Maintained communication among five teams to guide success of overall acquisition strategy and business goals for a ~\$400M revenue goal in 2019
- Organized and presented weekly campaign results and progress on customer acquisition KPIs to key stakeholders, contributing to strategy decisions for Q3 and Q4 '19

### **Wpromote, Digital Marketing Agency**

*Account Manager | May 2016 - June 2018*

*Account Specialist | February 2016 - May 2016*

Developed and executed digital marketing campaigns via SEO and paid media for SMBs to build brand awareness and attract leads, managing over \$20,000 in client account revenue

- Managed SEO for department's largest client account, achieving campaign success through improved organic search rankings, rich/featured snippet rankings, and increased blog engagement
- Led client meetings for a portfolio of 15-20 clients, communicating performance updates and guiding strategic growth decisions, cross-selling one third of managed accounts to other digital marketing services
- Guided department's SEO best practices to evolve with Google's ranking algorithm updates and led a department-wide presentation on schema markup
- Trained and educated two rounds of new hires on content writing for SEO strategy, schema implementation, and local SEO tactics