

VIOLETTE L. MEIER

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SKILLS

Writing and Verbal Communication
Analytical and Problem-Solving Skills
Advertising (PPC)
Social Media Marketing
Google Analytics
Project Management
Keyword Research
Teaching/Training

Digital Marketing Strategy
Search Engine Optimization (SEO)
Google Ads
Content Marketing
Bing Analytics
Conversion Rate Optimization
Team Building
Search Engine Marketing (SEM)

Content Creation
Pay-Per-Click
Amazon Ads
Email Marketing
A/B Testing
Marketing Automation
Customer Service
Event Planning

EDUCATION

- **BA**, English, Clark Atlanta University
- **MDiv**, Interdenominational Theological Center
- **Certificate of Digital Marketing**, Emory University
- **Google Digital Marketing & E-Commerce Certification**

WORK HISTORY

Freelance Digital Marketing Manager 2012-Present

Digital Marketing Manager, Digidence Social Media Marketing, LLC 2016-2021

- Creating and executing digital marketing strategies resulting in more than a 20% increase over target in website traffic and a 15% improvement in lead generation.
- Managing Google Ads and Bing Ads campaigns achieving a 15% increase in conversion rate.
- Employing SEO best practices, resulting in a large improvement in organic search rankings and website visibility.
- Managing social media marketing resulting in the substantial growth of the company's social media following across various platforms.
- Producing and optimizing landing pages to increase conversion rates and simplify user experience.
- Performing competitor analysis and market research to enhance marketing strategies.
- Analyzing website analytics to monitor performance and identify areas for improvement.
- Researching and studying new industry trends, digital marketing techniques, and strategies to ensure increased results.
- Proficiently using marketing tools such as Google Ads, Google Analytics, Bing Ads, HubSpot, social media management tools (Facebook, Instagram, TikTok, YouTube, LinkedIn), MailChimp, Constant Contact, and SEMrush.
- Exercising a clear understanding of marketing principles and consumer behavior.
- Utilizing AI to help create marketing campaigns.

Part-time/Seasonal English Instructor, Gwinnett College, 2019-Present

- Teaching English composition grammar, writing, and fundamentals to technical college students.

Development Communications Coordinator, Heating Energy Assistance Team (H.E.A.T), Inc. 2018-2019

- Analyzed and maintained the company's social media and online presence including content creation and curation to build brand awareness.

- Wrote and designed marketing and promotional materials, ensuring that all materials are aligned with the company's brand identity.
- Created content for a quarterly newsletter distributed to thousands of donors and community partners.
- Identified and developed relationships with media personnel, community partners and agencies to promote our services and events and successfully fundraised thousands of dollars for the organization.
- Public representative of the company who served as point of contact for media, business inquiries.
- Aligned public relations and donor relations strategies and communications.

Writer 2000-Present

Writer/Publisher *Viori Publishing* 2013-present

- Published 14 books.
- Responsible for writing, editing, proofreading, typing, typesetting, and book cover design.
- Developing successful digital marketing and B2C marketing campaigns.
- Managing website VioletteMeier.com.
- Developing marketing content like video trailers, press releases, media kits, and promotional materials.
- Event planning.