

CV: Amy Webster

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About

Personal stylist turned social media and digital marketing manager, with a skill set that includes campaign strategy, influencer marketing, content marketing, social ad management and consumer insights. I am passionate about brand building, storytelling, and all things digital media. I also enjoy hiking, photography, and being outdoors.

Experience

2019 – Content Marketing Manager @ Zume Inc

- Develop and produce content campaigns that build brand awareness and strengthen Zume Inc's position as a pioneer of innovation in food technology
- Strategize go-to-market communication and advertising for new products by utilizing consumer market research and leveraging customer relationships
- Oversee content development for Zume's website and social channels (Twitter, LinkedIn, Facebook), working closely with internal and external creative teams to produce content.
- Partner with PR and Communications teams to amplify key business narratives across social media and beyond
- Manage \$500K media budget for recruiting, resulting in a \$70 CAC (per job application) in 2019

2018 – Social Media Manager @ Zume Pizza

- Strategized, produced, and implemented marketing campaigns for Zume Pizza's paid and organic social media channels.
- Revamped the Zume Pizza's brand guidelines to better reflect the company's current positioning in the marketplace, including brand persona, voice, and tone development.
- Worked closely with Marketing Managers and Directors to drive awareness of Zume Pizza alongside our market expansions, and to develop rich content that increases social engagement
- Worked closely with Creative Department to manage marketing campaign productions, including writing and delivering marketing briefs
- Produced product and digital campaign photography for 2018 marketing campaigns
- Collaborated with external PR agency to develop successful hyper-localized influencer campaigns

2017 – Social Media Manager @ La Tourangelle Artisan Oils

- Spearheaded the strategy and build out of La Tourangelle's social channels, paid and organic.
- Worked closely with Director of Marketing and Creative Lead to maintain consistent brand messaging across social channels and company website to foster community engagement and increase website sales
- Monitored and analyzed conversations using listening analytic tools across key social media channels and used the resulting data to develop strategies to foster community engagement.

- Developed and monitored monthly benchmarks for measuring impact of social media programs utilizing digital tools within each social platform
- Managed the editorial content calendar that was reflective of seasonal consumer trends
- Ran the monthly influencer program and developed their annual press and influencer event in tandem with the Fancy Food Show
- Increased Social Traffic to native website by 400% in 2017, drove 20% of annual website traffic.

2016 – **Social Media Specialist @ Anthropologie**

- Curator and content developer of the regional @anthro_sanfrancisco Instagram account
- Engaged with local influencer network to drive brand awareness
- Increased followers from 780 to 5000+ within 10 months
- Created 90% of posted content with \$0 budget
- Sold \$100K+ within Q3 as apparel stylist
- Maintained 2-3 appointments per week with new and repeat customers
- Produced in-store trunk show for local designer Byron Lars that grossed \$19K within 2 hours

2015 – **Marketing Strategist @ LATUS Solutions**

- Developed and implemented multi-week email campaigns focused on IT Security solutions
- Scripted bi-weekly drip emails and nurtured inbound conversations with potential clients
- Utilized marketing tools Salesforce, iHance, and Unbounce to implement campaigns
- Increased average interaction rate to 15% and solidified 12 new Fortune500 client relationships to move down sales pipeline within 6 months
- Partnered with executive team to document company profile, brand image strategy
- Developed company marketing collateral, including infographics, brochures, etc., and led the custom website project revamp

2013 – **Assistant Department Manager @ Nordstrom**

- Selected to pilot the Assistant Styling Manager Program for Northern California region
- Supported 30-member team with annual sales volume of \$14 million
- Drove 12% annual increase of \$1.7 million
- Introduced team to new selling strategies such as virtual appointments and 'photo-shopping'
- Acted as fashion and product knowledge expert, focusing on designer and current runway collections

Education

2008 – 2011 Bachelors of Retail & Consumer Sciences University of Arizona

GPA: 3.7/4.0 Dean's Honorable Mention list: 2008-2011

Skills

Proficient in Google Analytics, Hootsuite, Sprout Social, Pinterest Ads, Facebook Ads, Adobe CS

Experienced in Wordpress, WooCommerce, Wix, iHance, Unbounce, Salesforce