

BRITTANY SHEPARD

strategic and analytical marketing manager with a strong creative background

CONTACT

britshepardcreative@gmail.com

413-346-3808

SKILLS

- campaign management
- social media
- email marketing & automation
- SMS marketing & automation
- influencer marketing
- agency management
- creatives management
- budget management
- data analysis
- landing pages/funnels
- website management
- graphic design
- copywriting

EDUCATION

Boston University, Boston, MA

Master of Business Administration

Boston University, Boston, MA

Bachelor of Science in Communications

DIGITAL PORTFOLIO: BRIT SHEPARD.COM

PROFESSIONAL EXPERIENCE

Snibbs.co

Feb 2024 - Present

Email and SMS Marketing Manager

- Oversees the strategy and execution of email and SMS channels, including campaign creation and management, automation planning and analysis, and segmentation with zero party data
- Helps build the storytelling strategy for all ecom marketing channels, including paid and organic media channels, as well as helps maintain the Shopify store
- Handles all copywriting and design for email and SMS, as well as physical collateral for in-person events and tradeshow, and sets and is responsible for metrics including traffic, conversion rate, and revenue
- Built B2B marketing division, creating a standardized world-class onboarding process for all clients that include personal collateral
- Regularly drives \$60,000+ in monthly revenue across email and SMS channels, while growing open rate 25%+ and click rate 200%+

Brit Shepard Creative

May 2018 - Present

Owner, Marketing Freelance

- Works with a variety of clients to determine marketing, advertising, content, and operational needs
- Acts as a marketing manager by launching workshops and online courses, creating and maintaining websites and landing pages, creating content and managing social media, writing and reviewing emails, and planning and managing in-person retreats and events

Prestige Labs

Dec 2021 - June 2023

Growth Marketing Manager

- Responsible for strategic vision, management, execution, and analysis of all marketing efforts including email, SMS, organic social, paid media, and influencer marketing for both DTC and B2B
- Led a creative team in the direction and execution of comprehensive campaigns including weekly updates, major sales, and nationwide community online events
- Grew email marketing to consistently have 55%+ open rates and initiated new loyalty campaigns
- Managed an agency on paid lead gen campaigns, dropping CAC by 30%+
- Served on the senior leadership team, managing the marketing budget (\$5,000+/wk) including platform and process optimization, as well as ad spend and content creation
- Executed on miscellaneous initiatives such as website updates and management, landing page & funnel building and management, product packaging updates, blog posts, recipe guide creation

Percepture

May 2020 - Nov 2021

Social Media & Influencer Marketing Manager

- Managed social strategy and copywriting for SHOWA PPE, Amore, Andrew & Everett, and KA-ME maintaining brand standards and developing new angles for value propositions
- Monitored and analyzed organic and paid social statistics across Facebook, Instagram, Pinterest and LinkedIn in order to set tactics and metrics for upcoming content
- Led KA-ME 50th birthday influencer marketing campaign: researched, vetted, negotiated, and reviewed content across blog, Instagram and YouTube channels for 20+ influencers
- Created exhaustive creative brief to educate influencer partners on brand messaging, dos and don'ts and FTC guidelines to ensure final content exceeded client expectations

Emily Schromm, LLC

Aug 2018 - Sep 2021

Director of Marketing

Aug 2019 - Sep 2021

- Recruited, trained, and managed individual contributors creating digital content (long form writing, audio clips, and video)
- Developed & maintained branding guidelines for high touch, direct to consumer products
- Worked cross-functionally to develop new products, engage with customer feedback, and creatively plan marketing for launches across portfolio of brands
- Drove strategy & creation of email and SMS campaigns, leading to \$200,000+ in annual sales (qt of revenue) and an average open rate of 28% (industry average 21.5%)
- Led strategy and tactical execution of social media channels, including managing content creators and customer service representatives on organic and paid campaigns

Social Media Manager

Aug 2018 - Aug 2019