

Senior Digital Marketing Manager

Self-starting, results-driven leader with 10+ years' omnichannel marketing experience in competitive markets.

Track record of developing a wide range of innovative B2B and B2C digital marketing campaigns that generate revenue and brand growth. Collaborative communicator focused on building strong relationships with clients and team members to facilitate achievement of project objectives. Strong business and financial acumen; expert leadership, PR, and analytical skills.

Areas of Expertise

- Digital | Social Media Marketing
- Customer Engagement
- Influencer Marketing
- SEO & SEM
- Marketing Automation
- Team Leadership
- Budgeting & Cost Analysis
- Market Research
- Event Planning

Accomplishments

- Started Basta Media, an advertising and digital marketing agency, from the ground up – the first company to provide influencer marketing services in the State of Colorado.
- As senior social media strategist | author | blogger of Bites with Bre, achieved a 300% sales increase over previous year and drove annual revenue to more than \$78K.
- As senior influencer marketing and social media manager, enhanced overall agency revenue by \$24K per client through value-added digital strategy.

Career Experience

Senior Digital Marketing Manager, Basta Media, Denver, CO

January 2017 – Present

Founded the advertising and digital marketing agency specializing in B2B and B2C brand management, marketing communications, market research, PR, and event planning; manage \$160K social, digital, and print marketing budget. Direct a small team of freelancers and partner with creative agencies and customer insights / research teams to optimize quality of deliverables. Produce content for B2B and B2C projects from marketing materials and blog posts to white papers and more.

- Strategically planned and executed 6 virtual media events in 2021 and nearly 30 traditional media events in the previous four years combined.
- Led a team of consultants on more than 20 digital marketing campaigns from conception to completion in 2021.
- Launched Whole Foods Market Union Station opening and generated more than 2.2 million organic impressions across traditional media and social media.
- Coordinated national and international influencer trips by managing travel arrangements for promotional trips with Carnival Cruise and Visit Lake Powell.
- Cultivated marketing skills of women entering the workforce through coaching and mentoring.
- Established company as the first in Colorado to offer influencer marketing services by producing sales decks and an influencer directory.

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Oversee all aspects of content creation, copywriting, and photography for the self-published blog, social media marketing agency. Develop compelling content for the blog, social media platforms, and brand platforms that include Jameson, Toyota, Chevy, Discover Vail, CorePower Yoga, and more. Drive awareness and sales of client brands through producing content with positive messaging.

- Secured 30+ contracts and tactfully negotiated payment terms with brands and agencies.
- Author of “Denver Food Crawls: Touring the Neighborhoods One Bite & Libation at a Time”, which was re-released in April 2020 and sold more than 1,200 copies in 2020.
- Achieved social media engagement rate of more than 4% and expanded reach by 25% over previous year.
- Enhanced sales by 300% over previous year, which resulted in annual revenue exceeding \$78K.

Developed and led the social marketing team of the advertising, marketing, and public relations agency. Forged strong business relationships and consulted with a wide range of clients to generate vision and execution of marketing strategy. Delivered monthly reports to clients through data analytics by utilizing Sprout Social and Planoly.

- Increased overall agency revenue by \$24K per client through value-added digital strategy, and enhanced individual client sales by 13% through influencer marketing campaigns.
- Leveraged media relationships to attain national press coverage – secured 29,300 coverage views for one campaign.
- Managed 8 clients on average and applicable social platforms such as LinkedIn, Facebook, Instagram, Twitter, TikTok, Pinterest, and more.
- Collaborated with PR team to develop marketing campaigns that aligned with the overarching goals for each client.
- Produced an in-house client influencer campaign that increased sales by 22%.

Additional Experience

Regional Marketing & Sales Manager ■ Protein Bar and Kitchen, Remote: Colorado & Washington, D.C.

Marketing Innovation Manager ■ Technia AB, Kista, Sweden

Education

Bachelor of Science in Hospitality

Colorado State University, Fort Collins, CO

Certifications

Foundations of Project Management, Google, 2021

Foundations of User Experience (UX) Design, Google, 2021

Social Media Marketing Professional, Facebook, 2021

The Fundamentals of Digital Marketing, Google, 2020

Publications

“Denver Food Crawls: Touring the Neighborhoods One Bite & Libation at a Time”, Globe Pequot, April 2020