

# MARLA MILANO

## CONTENT MARKETER & COPYWRITER

### SUMMARY

An energetic, adaptable and motivated marketing professional with demonstrated experience in growing social media pages and creating effective content strategies. Adept in creative campaigns and Adobe Creative Suite. DePaul University graduate with a Master's in Digital Communication and Media Arts.

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### CAREER HISTORY

#### Social Media Analyst

Betsy Bash, Chicago, IL

11/2019 – Present

A marketing agency in the Chicago Loop.

- Audit our client's social media performance and provide findings and recommendations via SproutSocial.
- Collaborate on reputation management. Our clients boost a variety of posts and we carefully craft responses to hundreds of comments on a weekly basis.
- Design pitch decks with key statistics and case studies that educate prospective clients on our services

#### Independent Copywriter

The Alliance Labs, Chicago, IL

10/2018 – Present

A marketing agency in the Chicago Loop.

- Write website copy and case studies for onboarding clients.
- Collaborate in the rebranding of RallyUs, a mobile canvassing app revamping their mobile app and website.
- Create FAQ's and descriptions of services for The Alliance Labs' website.

#### Brand Manager

Boomn, Chicago, IL

05/2018 – 09/2018

An ROI-focused boutique marketing agency located in the Chicago loop.

- Managed several clients' social media accounts, as well as created content calendars and copy for every post.
- Analyzed past versus present social media performance using PowerPoint and Excel, helping to point out the strengths and weaknesses of our clients' content strategies.
- Wrote lifestyle blogs and brought on influencers for a sports drink company called Greater Than.

#### Digital Marketing Intern

Electric Family, Los Angeles, CA

01/2018 – 04/2018

A grassroots streetwear apparel company in the electronic music industry.

- Designed templates on Keynote to create content calendars and social media analytics.
- Analyzed Electric Family's Facebook, Twitter and Instagram accounts to point out strengths and weaknesses, as well as provided recommendations to optimize their content.
- Created original social content via Adobe Photoshop, Illustrator and Premier.
- Wrote product descriptions, blogged and shot photos for Electric Family's website.

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### Digital Marketing Intern

NextME, Chicago, IL

12/2015 – 05/2017

A B2B digital waitlist app that optimizes the walk-in process at no reservation restaurants.

- Spearheaded an Instagram campaign that resulted in a 300% increase in app downloads.
- Onboarded and trained new interns, led meetings and carried out restaurant recruitment efforts.
- Wrote blogs that are featured on the Facebook pages of popular restaurants like Kuma's and Kanela.

### Digital Marketing Intern

Karyn's, Chicago, IL

07/2015 – 09/2015

A one-stop vegan and wellness shop with a gym, spa, café and grocery store.

- Designed product-based flyers to promote in-store deals and upcoming seminars.
- Created and sent bi-weekly e-blasts via MailChimp based on geographic segmentation.
- Produced Facebook advertisements and edited Karyn's website via WordPress.

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## EDUCATION

DePaul University | MA- Digital Communication and Media Arts | 3.8/4.0

2017 – 2019

DePaul University | BS- Honors Marketing/Spanish Minor | 3.3/4.0

2012 – 2016