

MARLA MILANO

CONTENT MARKETER & COPYWRITER

440.862.8085 | marla@upswing.digital | Chicago, IL | <https://marlamilano.com>

CAREER SUMMARY

An upbeat and dynamic marketing professional with 5 years' experience building digital marketing campaigns for lifestyle brands, musicians and small business owners. Well-versed in social media marketing and analytics, content writing and content strategy. DePaul University graduate with a Master's in Digital Communication and Media Arts.

AREAS OF EXPERTISE

Social Media: Facebook, Twitter, Instagram, LinkedIn, Amazon, Blogging, SproutSocial

Content Editing: Microsoft Office Suite, Google Drive, WordPress, Shopify

Graphic Design: Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Premier)

PROFESSIONAL EXPERIENCE

Growth Marketer

Zenfuel, Chicago, IL

08/2020 – Present

An all-natural herbal supplement company that uses a fully transparent supply chain from farm to bottle.

- Design in-house videos and infographics for Zenfuel's website, Shopify and Amazon A+ content
- Collaborate on weekly content strategy calls and schedule content across all social media platforms
- Prototype and execute landing pages for each of Zenfuel's SKUs
- Run Facebook and Instagram ads and report important metrics such as reach impressions, engagement and conversions on a weekly basis
- Deploy and segment email marketing campaigns with 25-35% open rates using Klaviyo
- Write blogs for Zenfuel's website and LinkedIn page
- Take and edit photos as needed. All assets are edited using Adobe Creative Suite

Creative Consultant

I write website copy and grow brands for local businesses, Chicago, IL

10/2018– Present

- Audit social media pages and provide findings on engagements and audience growth via SproutSocial.
- Design monthly pitch decks containing statistics on overall growth such as reach and acquisition rates.
- Create and segment monthly email blasts via MailChimp that result in 20-30% open rates.
- Write hundreds of FAQ's, case studies, landing page copy and product descriptions using WordPress.
- Create 3-5 personas per client to aid them in targeting their audiences.

Brand Manager

Boomn, Chicago, IL

05/2018 – 09/2018

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

- Managed four client 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. KPI's included likes, comments and follows.
- Wrote weekly lifestyle blogs and onboarded five 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 present content calendars and social media analytics.
- Analyzed Electric Family's Facebook, Twitter and Instagram accounts. This allowed me to emphasize high points in retail sales and provide/execute recommendations to optimize their content.
- Created original social content via Adobe Photoshop, Illustrator and Premier.

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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 Corner 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. These flyers created a 20% spike in sales.
- Created and sent bi-weekly e-blasts via MailChimp based on geographic segmentation.
- Produced Facebook advertisements and edited Karyn's website via WordPress.

EDUCATION

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

2017 – 2019

*For my thesis, I created and prototyped a proprietary music discovery platform named Upswing.

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

2012 – 2016

*The honors marketing program allowed us to team build, consult and present to 3 different clients.

CERTIFICATIONS

Google Analytics, HubSpot Inbound Marketing