

Emily Dowd

EXPERT MARKETER



CONTACT

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- 📍 Digital Nomad - LA, CA

EXPERTISE

- Web Design & Development
- Social Media Strategy, Management, Content Creation
- Search Engine Optimization
- Leadership and Management

TOOLS

- Asana, Trello, ClickUp
- WordPress, Divi, SquareSpace, Wix
- Adobe tools, Canva
- SEMRush, MarketMuse
- Buffer, Later
- Google Drive Tools

EDUCATION

Rochester Institute of Technology
BS of Psychology
2008 - 2012



[emily-dowd.com/
future-employee/](http://emily-dowd.com/future-employee/)

WORK EXPERIENCE

Founder & Employee of the week, every week

EMILY DOWD MARKETING

MAY 2021 - PRESENT

Worked with 30+ clients from around the world in a variety of business sizes and industries.

- Provided 100+ search engine optimized blog posts for numerous clients.
- Audited 10+ websites and provided detailed action plans for boosting organic traffic.
- **Coached & mentored** 10+ small business owners on various topics: using Divi WordPress theme, how to optimize their website for SEO, social media strategy, content creation, conversion optimization, and more.
- **Built 10+ websites** on numerous website platforms. Primarily using Divi on WordPress, but also GoDaddy, Wix, and Squarespace. Edited 5+ websites for conversion rate optimization.
- **Created content and managed multiple social media accounts.** Created templates, brand guidelines, and more for team use. Increased followers, boosted engagement, and optimized profiles for searchability and conversion.

Marketing Manager, Marketing Coordinator

RASA.IO

AUG 2019 - DEC 2022

Led comprehensive marketing strategies that drove brand awareness and customer engagement. Successfully managed **multi-channel campaigns** and collaborated across all company teams to align marketing initiatives with business goals at **fast-paced, high-growth startup**.

- Managed a team of freelance writers. **Raised organic traffic from approximately 846 per month to 6,659** in one year.
- Designed an entire rebrand (fonts, colors, styles, graphics, etc.) for the company and the SaaS product.
- Built and managed the entire website with 50+ pages, regular updates, new landing pages, etc.
- **Wrote & managed a weekly newsletter for over 10k contacts.** Set up, reviewed, monitored, A/B tested very complicated email automations and individual campaigns.

Marketing Content Creator

JOLIE HOME

APRIL 2018 - JUNE 2019

Conceptualized, executed, and edited all digital content, including photography; graphics, videos, animations, instructional guides, and branded documents.

- Shot and edited all product photography (50+ items, 3+ versions) and social media content (flat-lays, giveaway graphics, email & website imagery).
- Shot and edited all photography for multiple printed educational guidebooks as well as co-authored the text and layout in Adobe InDesign.
- **Built front and back end of the website on Shopify** (over 300,000 sessions in six months) including working with Shogun and coding in HTML, CSS, and Liquid.
- Orchestrated development of online Style Quiz **Lead Magnet - over 6,500 leads captured**.
- Conceptualized, executed, and edited instructional videos with Adobe Premiere Pro for consumer education and to increase online engagement.

Communications Coordinator

JOLIE HOME

FEB 2016 - MARCH 2018

Executed all B2B, communications with over 800 retailer via phone, email, and the email marketing platform, Mailchimp as well as executed all B2C and in-house communications on the same platforms.

- Streamlined communication and modernized processes so successfully that the company was able to **eliminate the need for an additional hire**.
- Supervised two different recalls of damaged products; one nationally with over 2,300 units and one internationally with 1,500 units returned.
- Evaluated, awarded, and managed each applicant for an advertising funds grant program of \$100,000 per year for 50+ recipients. Streamlined and redesigned application and management process.
- **Chaired production of three conferences**; two in New Orleans, LA (200+ attendees each) and one in Melbourne, VIC, AUS (50+ attendees).