



ELLIE FITZPATRICK

Grand Rapids, MI
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PROFESSIONAL SUMMARY

Manager of Content Strategy with a track record of developing engaging print, radio, and digital campaigns that drive brand recognition and business growth. Known for presenting valuable sales insights to stakeholders and mentoring teams to maximize performance and professional development. Adept at fostering community engagement through partnerships with notable organizations and charitable initiatives. Proven expertise in website development, SEO optimization, and social media management to enhance online presence and customer engagement. Committed to client satisfaction and retention, consistently proposing innovative marketing strategies that emphasize customer needs and preferences.

SKILLS

- Marketing Strategy
- Brand Management
- Content Creation & Management
- SEO Optimization
- Customer Service & Retention
- Social Media Management

EXPERIENCE

Manager of Content Strategy June 2023 - Current

Lambert Public Relations | Grand Rapids, MI

- Develop and implement strategic content campaigns, driving client engagement and retention, while also attracting new business opportunities.
- Create impactful copy for diverse platforms, including blog posts, articles, and social media captions, maintaining brand consistency, and delivering compelling messages.
- Excel in meeting or surpassing project deadlines, ensuring seamless execution of content initiatives.

Marketing Manager

January 2022 - January 2022

Eastern Floral | Grand Rapids, MI

- Managed and coached the Marketing Coordinator to effect growth, and maximize professional development.
- Acquired high-performing website development contractors to optimize SEO and boost traffic, successfully improving social media engagement by upwards of 10%.
- Earned REVUE Magazine's Best of the West 2022 for Best Florist due to an effective voting campaign.

Marketing Manager/Project Manager

January 2019 - January 2022

Haven Home Solutions, LLC | Jersey, MI

- Defined and established the branding suite, mission statement, and best practices for the company.
- Secured vendors, investors, and contractors with effective marketing collateral and pitch packages.

Community Manager

January 2018 - January 2019

Assouline Publishing | New York, NY

- Designed email marketing campaigns tailored to meet the needs of clients in the US, wholesale partners, and subscribers all across Europe, Asia, and Africa.
- Effectively managed all social media handles for the company, including an Instagram account with 300K+ followers.
- Coordinated with the Vice President to design digital plans to enhance product introductions, shape the international brand image, and create a strong online presence.
- Pioneered the One Tree Planted initiative and composed the campaign press release to empower socially responsible business development.

Marketing Strategist

January 2018 - January 2019

Brown Harris Stevens | New York, NY, Jersey

- Secured a 25% increase in leads by revitalizing email campaigns using innovative marketing strategies.
- Adapted and improved marketing and growth strategies for about 400 agents and sales directors located across six offices in New York and New Jersey.
- Formulated company-wide branding standards in collaboration with the Chief Branding and Marketing Officer.

Office Manager

January 2017 - January 2018

Coldwell Banker Warburg | New York, NY

- Launched email campaigns for agents and brokerage teams leading to a 5% increase in new leads.
- Utilized Adobe Creative Suite to deliver marketing collateral for over 50 agents.

Marketing and Communications Associate

January 2015 - January 2016

Rosa's Closet LLC | East Grand Rapids, MI

- Managed Rosa's Closet social media accounts and Shopify website.
- Crafted marketing email campaigns for 3K+ subscribers.

Communication Specialist

January 2015 - January 2016

City Hall | Lowell, MI

- Standardized social media management best practices for City Hall and the Lowell Police Department.
- Facilitated an overall improvement in public image for the City of Lowell and increased social media engagement by 6%.

EDUCATION

Bachelor of Arts - Communication Studies & Studio Art

January 2015

Saint Mary's College, Notre Dame, IN, United States