

CAREY KINGSBURY

SOCIAL MEDIA CONTENT MANAGER

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A passionate, committed Social Media and Content Manager with 10+ years experience creating, implementing, and optimizing social media strategies on various platforms with the goal of improving traffic, community engagement, and conversions. Comfortable working in teams or independently to ensure solutions exceed business goals. Comprehensive knowledge of web-based marketing tools and analytical software.

KEY SKILLS

Social Media Engagement – Content Development – Writing & Editing – Web & Graphic Design – SEO
Email Marketing – Leadership & Communication – Client Support – Research – Public Speaking

PROFESSIONAL EXPERIENCE

LIFE COACH/CONTENT CREATOR

Aug 2019 – Present

Carey Avalon, Phoenix AZ

I help sensitive women heal their heart and raise their self worth so they can feel empowered in love and life. This position is all about building relationships and trust so people feel safe to be open and vulnerable. I speak directly to the pains and desires of my audience through social media messaging, advertising, and blogging.

- With compassion, empathy, and intuition I tune into subtle core patterns of my client's subconscious mind and body that arise during stressful life situations and recommend ways they can practice shifting into better thoughts and feelings.
- I write all blog posts, sales page copy, emails, social media posts, and advertising copy for the purpose of gaining attention of a specific audience, addressing their struggles, and offering solutions (both free and paid) which they can have access to by taking a certain action (like clicking on a link).
- I use Key Performance Indicators as a guide to know which topics and campaigns are resonating with my audience so I can create content that converts.
- Periodically I create and run paid advertising on Facebook to grow my audience or sell my programs.
- I design all graphics, branding, Wordpress pages, sales pages, funnels, and email automations myself.

GRAPHIC DESIGNER/CUSTOMER SERVICE REPRESENTATIVE

Jan 2012 – Dec 2016

Voice Art Gallery, Houston TX

- My expertise in graphic design, email campaigns, and customer support helped grow this startup company to \$230K sales per year.
- I handled the intake and design of approximately 200 customer orders per week.
- From time to time I monitored the live chat feature and spoke directly with clients to answer questions and resolve any issues they had in a friendly and timely manner.

BLOGGER/BOOK AUTHOR/JUICE CLEANSE EXPERT

Aug 2008 – Present

My Juice Cleanse, Online

This was my very first blog which I started by researching popular trends and keywords, until I finally settled on the topic of juice cleansing. I studied under many successful internet marketers and was able to monetize this project through affiliate advertising and selling digital products as well as online group programs. These efforts attracted the attention of book publishers and to date I have written two books on the subject.

- Through targeted use of keywords and SEO I grew blog traffic from 0 to 200k visits per month and created a lead magnet that grew my email list from 0 to 18K subscribers.
- I maintained a consistent presence online by connecting with other bloggers, appearing on radio and podcasts, and engaging with 10K followers on a Facebook page.
- As the blog grew I expanded into digital magazine publishing and created Juice + Blend Magazine which ran for two years in the Apple Newsstand and was consistently ranked in the top 10 in the Health and Wellness category.

PROFESSIONAL FINE ARTIST

Mar 1998 – Aug 2008

Art Avalon, Phoenix AZ

- My original and custom paintings were sold across the world by sales reps and interior designers.
- I worked closely with a licensing agent who was successful in having my paintings published in a variety of formats and my artwork appeared in numerous tv shows, movies, and commercials.
- I managed all aspects of design, painting, marketing, sales negotiations, and customer service.

E D U C A T I O N

Life Coaching
Bachelor of Arts | Visual Arts

Coaching Cognition Academy– 2014
Illinois State University – 1990

A W A R D S / A C H I E V E M E N T

Author | The Green Juicing Recipe Book
Volunteer Art Docent Tour Guide | Phoenix Art Museum

Amazon.com – 2019
Phoenix AZ – 2017-2019

I N T E R E S T S

Writing – Museums & Cultural Events – Painting – Photography – Hiking – Singing – Gardening
Volunteering & Community Involvement – Tennis – Caring for Pets – Green Juice – Meditation