

Carey Kingsbury

442-322-2077 | careycreates@gmail.com

Experienced, self motivated, creative, and results driven content marketing manager. From idea to implementation in branding, web design, content writing, email marketing, social media marketing, and influencer campaign management. Industry expert in health/wellness, beauty product formulation, and home decor.

Highlights

CONTENT CREATION & SOCIAL MEDIA STRATEGY

Delivering consistent, high quality content that communicates the brand values and message in a way that is genuine and relatable to the audience while also satisfying algorithms and advancing the likelihood of being discovered.

FUNNEL & EMAIL MARKETING AUTOMATION Designing marketing sequences that inspire audiences to buy and become advocates for the brand.

PROJECT MANAGEMENT Leading teams with decisiveness, confidence, connection, and empathy.

CREATIVITY AND RESOURCEFULNESS Willing to take on a challenge and learn new skills with an entrepreneurial spirit that quickly advances organizational objectives.

INDUSTRY EXPERT Over 15 years in health, wellness, beauty, and home decor markets.

KEY SKILLS INCLUDE...

Social Media Engagement
Content Development
Writing & Editing
Brand Strategy
Web & Graphic Design
SEO
Market Research
Email Marketing
Influencer Marketing
Client Support
Public Speaking
Coaching & Mentoring
Photography

Experience

Fashion Furniture Rental

Feb 2022 -

Present

CONTENT MARKETING SPECIALIST

- **Social Media Marketing:** Identify target audience, create brand voice, and implement a cohesive content strategy resulting in 1000% channel growth and 300% social web traffic increase in first year.
- **Influencer Marketing Management:** Initiate and build influencer program. Maintain a list of potential partners, negotiate contracts, and nurture relationships.
- **Blog, Email, and Web Content Creation:** Update website copy to match brand vision and satisfy keyword algorithms, write biweekly blog posts, create email campaigns and newsletter.
- **Product Photography and Videography:** Set up and shoot quarterly product and lifestyle photographs and video for website and social media.

- **Project Management:** Conceptualize brand awareness campaigns and coordinate with team members and partners to create content and run paid advertising while measuring objectives

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Self Employed

2014 - 2022

LIFE COACH/COURSE CREATOR/MARKETER

- **Branding and Web Design:** Develop brand identity and create consistent imagery and messaging to grow the brand using Wordpress, social media, and other methods.
- **Content Creation:** Write and deliver daily content in the form of blog posts, email newsletters, social media engagement, and live video.
- **Personal Coaching:** Meet with clients, listen with empathy to their needs, and suggest courses of action to create desired results for them.
- **Digital Advertising:** Create and run paid advertisements on Facebook and Instagram using split testing to track customer behaviors.

My Juice Cleanse

2008 - 2019

CONTENT WRITER/INTERNET MARKETER

- **Business Strategy:** Build an online business from scratch using research on current health trends and developing digital products to serve customers.
- **Content Creation:** Post weekly blog entries and social media updates using SEO and targeted keywords to achieve 10K Facebook followers and 200K monthly website visitors.
- **Funnel Development:** Grew email subscriber list from zero to 18K by creating a lead magnet and email marketing sequence. Efforts resulted in revenue of \$50K yearly.
- **Book Author:** Developed a successful influencer platform leading to two book publishing deals.

Education

Illinois State University, Normal IL

Visual Arts, BA

Coaching Cognition Academy, Online

Life Coaching Certificate

Coursera, Online

Google UX Design Certificate
(currently studying)

TOOLS AND PLATFORMS

Wordpress

Zoom

Google Workspace

Live Chat

Google Analytics

Mailchimp

MS Office

Convertkit

Adobe Creative Suite

Shopify

Canva

Facebook Business

Asana

Instagram

Later/Planoly

Twitter

Ubersuggest

Pinterest

Honeybook CRM

Youtube