

Catrina Carne

Digital Marketing, E-Commerce, Social Media & Brand Activation Executive & Storyteller

(262) 422-5127 | catrinacarne@gmail.com | linkedin.com/in/ccarne | catrinacarne.com

SUMMARY OF QUALIFICATIONS

Agile and Results-Oriented Digital Marketing and E-Commerce Executive driving brand planning (pre-launch, launch, and post-launch), marketing strategy development, and tactical plans to achieve start-up business objectives with deep passion and understanding for evolving diversified ecosystems. Identifies opportunities for channel growth, developing an online marketing strategy, and brand success through digital, social, and owned channels to build awareness and influence. Serves as a subject matter expert in successfully building brand visibility from the ground up, architecting top-tier training and development practices, and utilizing marketing for open communication and propelling diversity-centric conversations.

Multifaceted thought leader with the natural ability to leverage artistry in communication, pragmatism, and drive to streamline success. Designs and implements all digital media platform campaigns by utilizing deep knowledge of technological enhancements. Team management and development focused.

"Catrina brought fresh ideas and forward-thinking solutions to the table when they were needed most. Her reasoning was always sound, and her knowledge of digital solutions are second to none. Her experience with social media management, the application of supplemental tools and using best practices for blogging, online content and digital campaigns will serve her well in the near and distant future."

CAREER HIGHLIGHTS

- Spearheaded the digital launch of a national e-commerce brand realignment, acquisition, and merger.
- Propelled website traffic by 68% by spearheading the integration of social media, SEO, digital advertising, influencer, and email marketing strategies.
- Championed the construction of significant national campaigns, resulting in 22,000% growth in two years.
- Implemented company-wide CRM and Marketing Automation software & strategies to fuel growth, enhance lead generation capabilities, and establish full-funnel marketing & consumer journeys.

WORK EXPERIENCE

Geneva Supply & Interstate Music

APRIL 2019 - OCTOBER 2022

Digital Marketing & E-Commerce Executive, 2022

Build brand's online presence while overseeing a team of in-house creatives and consultants. Direct performance of digital marketing campaigns and identify trends to optimize community engagement and consumer purchasing. Present KPI and ROI data to different departments and leadership, while pivoting strategies based on findings.

- Enhanced community engagement and consumer purchasing by directing the performance of digital marketing campaigns.
- Expanded and evolved digital storytelling for multiple brands through content and personalized messaging.

Web Marketing Manager, 2021 - 2022

Managed web-based marketing strategies, including content and design campaigns for the Interstate Music website and blog, Interstate Music Brand Ambassador program, and launch of the first annual Interstate Music Awards & Interstate Music Festival.

- Ignited and retained integrated marketing calendar for Brand, Regional and Channel marketing activities.

Senior Digital Marketing Manager, 2020 - 2021

Championed the launch of a direct-to-consumer (D2C) brand, including the creation and execution of go-to-market plans. Led the integration of content, email marketing, SEO, PR, advertising, social media, affiliate, branding, and influencer strategies.

- Guided a marketing team of content creators, graphic designers, developers, and social media specialists.

Catrina Carne

Inbound Marketing Manager, 2019 - 2020

Spearheaded fresh demand generation strategies to lead quality and conversion rates and shorten the buying cycle. Leveraged inbound marketing best practices to increase. Created social media policies and procedures, including crisis plans.

- Established affiliate marketing and influencer programs for incorporation into content marketing strategies.

Messy Bit Media, LLC

JUNE 2008 - PRESENT

Social Media & Digital Content Consultant

Collaborated with creative and executive stakeholders to develop, implement, and track social media, email marketing, influencer marketing, and content marketing initiatives. Served as a communication bridge with stakeholders, vendors, and employees to align efforts with organizational goals and KPIs.

Generac Power Systems

FEBRUARY 2017 - JANUARY 2018

Social Media Specialist

Designed and deployed robust social media and content strategies for commercial, and residential digital properties. Liaised with internal stakeholders, department heads, outside PR firms, and marketing agencies for large-scale projects.

- Spearheaded the launch of content marketing initiatives focused on target residential markets.
- Reached targeted audiences on different platforms by repurposing new and existing content.
- Formally presented social media and content marketing KPIs and ROI.

Diesel & Gas Turbine Publications (Now KHL Power Division)

NOVEMBER 2012 - FEBRUARY 2017

Digital Content Manager

Ignited and deployed content, SEO, social media, and email marketing strategies to identify and track KPIs. Streamlined content audits, designed content architecture, mapped user journeys and discovered new ways to convert readers. Liaised with clients to design digital programs that aligned with business objectives.

EDUCATION

Waukesha County Technical College

Hubspot

Hubspot

Hubspot

Hubspot

Hubspot

Hubspot

Hubspot

Amazon

Semrush

Google

Marketing Coursework

Content Marketing Certification

Inbound Marketing Certification

Inbound Certification

Social Media Marketing Certification

Digital Marketing Certification

Digital Advertising Certification

Email Marketing Certification

Sponsored Ads Foundations Certification

SEO Fundamentals Certification

Google Adwords Certification

SKILLS

Strategic Planning | Cross-Channel & Omni Channel Marketing | Social Media Marketing | Marketing Strategy | Paths to Purchase
Digital Marketing | SEO/SEM Marketing | Organic Social Media Marketing | Paid Social Media | Digital Advertising | Brand
Management | Inbound Marketing | Content Marketing & Storytelling | Team Development & Leadership | Web Design | Policy &
Process Improvement | Project Management | User Experience | Competitive Analysis | Vendor Management | Content Audit |
Product Management Merchandising | PPC | Email Marketing | Content Strategy | Social Media Strategy | UX Marketing | Email
marketing | Marketing Automation | HTML & CSS |

Hubspot | Google Analytics | Google Search Console | Google Ads | Email Marketing Software | Meltwater/Sprout Social |
WordPress | Shopify | BigCommerce | Semrush | ScreamingFrog | Microsoft Office Suite | SMS