

## MARKETING SPECIALIST

# HALEY GARRETT

## SUMMARY

I am a Digital Marketing Specialist with expertise in email marketing, website optimization, and data-driven advertising. I have developed and managed successful campaigns for diverse audiences, utilizing tools like GA4 Analytics to track performance and drive results. My experience includes creating targeted email strategies, optimizing social media content with SEO insights, and executing cross-channel ad campaigns across OTV, CTV, and PPC platforms. With a strong focus on collaboration, I've worked with teams to launch innovative projects, redesign websites, and improve user engagement, achieving measurable growth and ROI across multiple platforms.

## CONTACT

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## EDUCATION

**Georgia College And State University**  
Bachelor of Arts Degree in Mass Communication  
2016 - 2020

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## SKILLS

- Website Management
  - Search Engine Optimization
  - Paid Digital Advertising
  - Social Media Management
  - Mobile App Management
  - Email Marketing
  - Google Analytics
  - Google Ads
  - CRM and CMS Management
  - Adobe Creative Suite
  - Photography & Videography
  - Canva
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## ACHIEVEMENTS

- Leadership Macon, Class of 2024
  - Southeast Tourism Society Travel Marketing Professional Certificate
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## LET'S CONNECT



**LinkedIn**

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## WORK EXPERIENCE

### Email Marketing Specialist

Nov. 2024 - Present

Internet Marketing Expert Group

- Managed and built an overall email marketing strategy for over 60 clients for both drip and broadcast emails
- Created custom pop-ups on clients' websites to collect emails
- Conducted thorough email testing to ensure successful delivery to customers' inboxes, optimizing for maximum engagement and avoiding spam filters.
- Determined email marketing KPIs through GA4 Analytics

### Digital Media Manager

Feb. 2022 - Nov. 2024

Visit Macon

- Developed and implemented cohesive branding strategies for multiple departments, ensuring alignment with Visit Macon's overarching brand identity.
- Analyzed website traffic data to optimize social media content with a focus on SEO, leveraging multiple channels including OTV, CTV, display ads, and PPC.
- Managed and executed all social media advertising campaigns to drive engagement and results.
- Distributed weekly newsletters to diverse audiences from FY22 to FY24, resulting in a 25% increase in open rates and a 30% growth in subscriber count.
- Crafted and distributed press releases for key events, including the launch of the 'Tour Macon' mobile app, which I edited and designed using the STQRY app development platform.
- Evaluated success metrics for social media platforms, resulting in a 348% increase in impressions for Meta posts from FY23 to FY24
- Redesigned and audited the new Visit Macon website, which has seen a 97.1 percent increase in new users from Nov. 2022 to Nov. 2023.
- Managed Google Search and Video campaigns.

### Digital Content Producer

Dec. 2019 -Feb.2022

Sinclair Broadcast (WGXA)

- Managed social media accounts and scheduled social media for daily postings
- Formulated weekly Social Media Reports to monitor reporter daily content through Adobe Excel
- Used Google Analytics to determine top stories of the day and translated metrics to upper management
- Created unique graphics to drive engagement to the website
- Published original stories from press releases and news sources to bring traffic to the website
- Edited video to highlight interviews and stories
- Managed reporters and anchors to ensure their stories were published online by deadline