

# CV: Amy Webster

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## About

Personal stylist turned digital marketing manager, with a skill set that includes campaign strategy, content marketing, digital ad management, influencer marketing, and digital analytics. I am passionate about brand building, storytelling, and all things digital media. I also enjoy hiking, photography, and being outdoors.

## Experience

### Oct 2020 – Marketing Consultant @ OLLY

- Overseeing digital marketing performance strategy for social, search, display, and shopping ads with +\$3M budget, currently driving 50% increase in olly.com sales YoY and 100% gain in ROAS
- Managing external execution agency and working closely with web developers to optimize content across paid efforts and olly.com
- Work with internal creative department and manage external content producers to concept and develop digital ad content that is disruptive and drives conversion
- Work closely with MarComm and Brand Managers to develop 2021 integrated marketing plans, including product launch campaigns and segment support across owned and paid channels
- Spearheading marketing performance reporting infrastructure build out and marketing analytics reporting process with Insights Director and MarComm Director
- Oversaw 6-figure social media following during Q4, driving 20pt increase in engagement rate vs. Q3

### Feb 2020 – Growth Marketing Consultant @ Full Harvest

- Strategized, produced, and implemented lead gen campaigns that drove a 50% increase in qualified leads month over month via email, website, social, and industry marketing tactics.
- Identified and implemented marketing touchpoints across top of funnel to enrich customer journey and ultimately drive conversion
- Led advertising channel tests and optimized content delivery across Display, Google Search, Facebook Ads, and email marketing
- Worked closely with Director of Product and Engineering to develop martech road map and improve marketing efforts tracking implementation
- Developed weekly sales and marketing reporting dashboard to monitor advertising and website performance
- Worked closely with Sales Ops, Lead Gen SDR and Business Ops consultant to build out customer journey and opportunities of improvement across the business.

### Jul 2019 – Content Marketing Manager @ Zume Inc

- Developed and produced content campaigns that built brand awareness and strengthened Zume Inc's position as an innovator in food technology

- Strategized go-to-market communication and advertising for new products by utilizing consumer market research
- Oversaw content development for Zume's website and social channels (Twitter, LinkedIn, Facebook), worked closely with internal and external creative teams to produce content.
- Partnered with PR and Communications teams to amplify key business narratives across social media and beyond
- Managed \$500K media budget for recruiting, resulting in a \$70 CAC in 2019

#### Jul 2018 – **Social Media Manager @ Zume Pizza**

- Strategized, produced, and implemented marketing campaigns for Zume Pizza's paid and organic social media channels.
- Revamped the Zume Pizza's brand guidelines to better reflect the company's current positioning in the marketplace, including brand persona, voice, and tone development.
- Worked closely with Marketing Managers and Directors to drive awareness of Zume Pizza alongside our market expansions, and to develop rich content that increased social engagement
- Worked closely with Creative Department to manage marketing campaign productions, including writing and delivering marketing briefs
- Produced product and digital campaign photography for 2018 marketing campaigns
- Collaborated with external PR agency to develop successful hyper-localized influencer campaigns

#### Mar 2017 – **Social Media Manager @ La Tourangelle Artisan Oils**

- Spearheaded the strategy and build out of La Tourangelle's social channels, paid and organic.
- Worked closely with Director of Marketing and Creative Lead to maintain consistent brand messaging across social channels and company website to foster community engagement and increase website sales
- Monitored and analyzed conversations using listening analytic tools across key social media channels and used the resulting data to develop strategies to foster community engagement.
- Developed and monitored monthly benchmarks for measuring impact of social media programs utilizing digital tools within each social platform
- Managed the editorial content calendar that was reflective of seasonal consumer trends
- Ran the monthly influencer program and developed their annual press and influencer event in tandem with the Fancy Food Show
- Increased Social Traffic to native website by 400% in 2017, drove 20% of annual website traffic.

#### Apr 2016 – **Social Media Specialist @ Anthropologie**

- Curator and content developer of the regional @anthro\_sanfrancisco Instagram account
- Engaged with local influencer network to drive brand awareness
- Increased followers from 780 to 5000+ within 10 months
- Created 90% of posted content with \$0 budget
- Sold \$100K+ within Q3 as apparel stylist
- Maintained 2-3 appointments per week with new and repeat customers
- Produced in-store trunk show for local designer Byron Lars that grossed \$19K within 2 hours

## **Education**

2008 – 2011 Bachelors of Retail & Consumer Sciences University of Arizona

GPA: 3.7/4.0 Dean's Honorable Mention list: 2008-2011

## **Skills**

Proficient in Google Analytics, Hootsuite, Sprout Social, Pinterest Ads, Facebook Ads, Adobe CS, Shopify

Experienced in Wordpress, WooCommerce, Wix, iHance, Unbounce, Salesforce