

Briana Ford


DIGITAL MARKETING STRATEGIST

CONTACT

(310) 994-0483 

briana.melissa@gmail.com 

DFW, Texas 

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SKILLS

Attention to Detail

Written & Verbal
Communication

Highly Empathic

Productive Multitasking

Organization

Problem Solving

Storytelling

EDUCATION

BACHELOR OF ARTS IN
INSTRUCTIONAL DESIGN

Ashford University (online)

In Progress: 22 credits
remaining

PROFESSIONAL PROFILE

Intuitive digital marketing strategist devoted to providing an excellent client experience. A T-Shaped marketer with over 8 years of social media and community management experience. A “whole-brained” thinker, able to use data and analytics to humanize brands and influence content and design. Flexible team player, ready to lead teams, mentor peers, and support business needs.

EXPERIENCE

PPC/SEM PERFORMANCE STRATEGIST & CAMPAIGN MANAGER

DexYP | 06/2017 – PRESENT

Build and manage 85+ clients’ digital advertising campaigns (SEM, Online Display, and Facebook Ads) with monthly budgets of \$800 - \$4,000.

- Optimize campaigns to achieve the best CTR, CPC, and ROAS as possible. 80% of client base consistently exceeding monthly conversion goals. Use data visualization to present results and strategy using Excel.
- Conduct training webinars for clients on all-in-one marketing automation software, including: e-mail campaigns, SMS marketing, point-of-sale systems, online appointment scheduling, and social media management.
- Recognized by clients, peers, and management, awarded Employee of the Month and Department MVP.

SR. DIGITAL WEBSITE CONSULTANT

DexYP, f.k.a. DexMedia | 07/2016 – 06/2017

Provided website design and copywriting for more than 100 clients. Team lead to a department of more than 60 website consultants.

- Saved approximately \$10,000 monthly revenue by winning back trust and providing a stellar client experience.
- Assisted in reducing team turnaround time by 50% through mentoring on web design and copywriting coaching.

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TECHNICAL SKILLS

HTML & CSS

Adobe Creative Suite

Sketch

Wordpress & Shopify

Excel & Google Analytics

CRM & Marketing

Automation

95 WPM Typing Speed

CERTIFICATIONS

GOOGLE ADWORDS

BING ADS

YAHOO GEMINI

EXPERIENCE (CONTINUED)

DIGITAL SUPPORT SUPERVISOR

DexYP, f.k.a. DexMedia | 05/2015 – 07/2016

Managed blended team of 10 Website Maintenance Specialists, 5 Digital Reporting Admins, and 1 Custom Website Developer.

- Blended 5 departments into 1 team while assisting in relocating operations from California to Texas.
- Coached team to improve phone queue service level from 85% to 98%, with an average of 400 calls/month.
- Used data visualization to create custom reporting for executive leadership on a weekly basis.
- Collaborated with Training department on curriculum writing for Website Maintenance job aids and training materials.

DIGITAL SOCIAL MEDIA SPECIALIST

DexYP, f.k.a. DexMedia | 05/2012 – 05/2015

Provided inbound phone and e-mail support for clients' and sales partners' website and social media concerns.

- Established over 4,000 businesses' Facebook presence, including content creation, graphic design, and social media post scheduling.
- Worked with URL Management department on a brief special project to assist 100+ clients with domain support and DNS updates for 3rd party hosts.
- Collaborated with Training department on curriculum writing for Social Media team job aids and training materials.
- Awarded Employee of the Month followed by Employee of the Quarter, recognized for productivity and responsibility.

