

# BRIANA FORD

DIGITAL MARKETING TRAINING SPECIALIST

---

*Over 10 years of experience in bridging the gap between the big picture of digital marketing and the small details of executing strategy.*

---

## WORK EXPERIENCE

### ACTIVE Network (2019-Present)

- Senior Social Media Buyer

### DexYP (2012-2018)

- Paid Search Campaign Manager
- Senior Website Consultant
- Supervisor – Website Maintenance
- Digital Social Media Specialist

### ConsumerTrack, Inc (2010-2011)

- Social Media Coordinator

## CERTIFICATIONS

- Google Ads Search
- Google Ads Display
- Bing Ads Search

## EDUCATION

### Ashford University (2012-2019)

- Instructional Design

### California State University Long Beach (2008-2010)

- Marketing

**Ask me about:** Social Media Dallas, Facebook Community Leadership Circles, Awesomely Techie, and my deep love for books!

## EXPERTISE

### PAID SEARCH & PAID SOCIAL MEDIA

Google & Bing certified advertiser. Facebook Blueprint Certification in progress. Managed and executed campaigns for 300+ businesses, with budgets up to \$150,000/year. Average campaign ROAS is 500%. Highest campaign ROAS was 3,800% (\$13,000 budget).

### TRAINING AND DEVELOPMENT

Thrive as a digital marketing trainer, instructing students on systems, processes, and strategy. Create and update SOPs, job aids, process docs, and other curriculum materials. Facilitate in-person, web and phone training sessions for colleagues and clients.

### COMMUNITY MANAGEMENT & ENGAGEMENT

Passionate about managing communities online and in-person. Admin and moderate 8 Facebook groups, with membership up to 30,000+ members. Create engaging content including memes, polls, and live videos. Former admin of Facebook sponsored group that hosted monthly in-person community management trainings.

### CONTENT MARKETING & STRATEGY

Write ad copy for all digital campaigns. Wrote copy for more than 100 websites. As a Managing Editor of a tech blog, I increased monthly website traffic by 300%. Previous Staff Writer for more than a dozen websites.

## COMPLEMENTARY SKILLS

Leadership & Management, Relationship Management (Partner, Vendor, and Customer), Data Insights & Analytics, Event Coordination, HTML/CSS, Photoshop, Wordpress, Shopify.

FOR MORE INFORMATION ABOUT MY EXPERIENCE, PLEASE VISIT  
[BRIANAFORD.COM](http://BRIANAFORD.COM) OR [LINKEDIN.COM/IN/BRIANAFM](https://LINKEDIN.COM/IN/BRIANAFM)