

CHLOE WEBB

(678) 644-0548

chloewebb667@gmail.com

chloewebbportfolio.com

Atlanta, GA 30328

Relevant Work Experience

Content Marketing Specialist at WelcomeHome Software

June 2024 to Present | Atlanta, Georgia

- Works cross-functionally with all departments to create print and digital collateral to drive sales and increase customer retention
- Manages the brand social media, including the company LinkedIn with 12k+ followers, creates graphics and videos, writes copy in company voice, strategically plans out schedule for month ahead and identifies areas for improvement to increase WelcomeHome's thought leadership presence on LinkedIn
- Contributes to copywriting through writing four monthly newsletters and customer/prospect focused emails, producing industry related blogs, conducting relevant research, posting directly to our website on Wix, and setting up proper SEO for related blog and social posts
- Builds and designs newsletters and other emails in Hubspot
- Leads web design and building of new landing pages
- Leads photo and video production, including taking all new hire headshots, and planning, producing, and editing all videos
- Assists in the ideation and development of graphic design pieces, including 20+ page data driven reports, report covers, and other marketing collateral as needed
- Provides operational and project management support for the marketing team through platforms like Monday.com, creating automations for increased efficiency in workflows and gathering assets from other team members to lead production

Digital Marketing and Graphic Designer at Consume Media

June 2023 to March 2024 | Norcross, Georgia

- Created the branding and promotional assets for the launch of a company podcast, curated around a focus on collaboration and partnerships
- Acquired media assets, wrote social media copy that matched the company voice and set the posting calendar for the brand social media accounts
- Conducted industry research on video marketing each week to write a 500 word blog post, uploaded and published to company website through WordPress and setting up proper SEO
- Designed graphics and video content for social media, utilizing posting and management platforms like Loomly, Vimeo, and Youtube

Website Designer at Georgia College & State University

January 2022 to May 2022 | Milledgeville, Georgia

- Ideated, created, designed, and maintained the Georgia College Digital Humanities Collaborative (DHC) official webpage
- Presented ideas at bi-weekly meetings concerning potential upgrades and conducted research on various viable features to add to the DHC site

Professional Skills

Mastered: Adobe Illustrator/Photoshop/Indesign/PremierePro, Microsoft Office, Google Suite, MacOS, Wix, Canva, Monday.com Facebook, Instagram, LinkedIn, Youtube, Twitter, TikTok, AP Style

Proficient: Hubspot, Vimeo, WordPress, Loomly, Hootsuite, Miro, Figma, ClickUp, Asana, Slack, and small scale photo and video production

Education

B.A. in Advertising, Minor in Design and Media; Cum Laude

Grady College of Journalism and Mass Communication, *University of Georgia*