



**EMILIE
ROMERO**

DIGITAL CREATIVE STRATEGIST

1028 S. Walter Reed Dr.
Arlington, Virginia 22204
240 507 6577
ecr128@gmail.com
emilieromeroportfolio.com

PROFESSIONAL EXPERTISE

Ability to drive strategy, planning, execution, and performance to grow digital communities and content to deepen engagement and optimize ROI. Fluent in English and Spanish. Proficient in Adobe CS, Final Cut Pro 7, SEM/PPC, Mailchimp, Facebook/Ad Manager, Twitter, Snapchat, Instagram, Iconosquare, LinkedIn, Google Analytics, Google AdWords/Tag Manager, copyediting in AP Style. RPCV, Honduras.



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EXPERIENCE

● MARKETING & CREATIVE DIRECTOR

ISEP Study Abroad | July 2015 - Present

Build, optimize and scale integrated marketing campaigns across all channels, including email, social media, SEO/SEM and print for a diverse range of initiatives.

Created a 2016-17 social media strategy that led to a 69% annual growth rate of Instagram followers, 19% in Facebook followers and 14% in Twitter followers.

Won a 120K/year lifetime Google Adwords grant, and implemented a digital strategy that has produced an increase in 6K visitors in three months, with an avg. CTR of 5-8% (industry avg. is 1-2%).

Managed a team of 12 through a full-cycle website redesign, which included leading RFP drafting, market and brand research, focus groups, wireframe and UX/UI design and UAT testing. New brand strategy led to an 8% increase in ROI from 2015-16.

Set up Google Analytics dashboards and Google Tag Manager implementation for data tracking.

Wrote and helped implement the company's social media and health and safety policy with trainings.

● COMMUNICATIONS & MARKETING DIRECTOR

ISEP Study Abroad | Aug 2014 - July 2015

Re-branded ISEP utilizing LEAN and UX design methodologies, led brand workshops, trainings and presentations for the board, C-Suite, 40 staff and 328 ISEP members from 54 countries.

Developed a 40 page brand style guide, B2C and B2B marketing plan and executed a large-scale B2B conference of 300+ attendees. Re-branding led to over 15 top-tier university partnerships since 2015.

Social ad strategy brought in \$10,740 of revenue using just \$70 worth of Facebook ads. Outcome led to the C-Suite increasing annual ad budget by \$30,000.

Managed a department which included supervising a graphic designer and a communications and marketing specialist. Still manage staff in current role at ISEP.

● MARKETING & STRATEGY CONSULTANT

SPORTS, LLC | Oct 13 - Aug 14

Developed a one-year marketing plan and digital strategy; designed and led a full-cycle website redesign; created marketing toolkits and trainings for 10 staff and spearheaded customer outreach events. Outcomes led to an increase in new customers.

EXPERIENCE

• DIGITAL STRATEGY CONSULTANT NESRI | Jan 13- Oct 13

Implemented strategic communications plans for key crosscutting programmatic and campaign initiatives in the form of digital strategy, content management, the production of media materials (print and digital) and digital distribution.

Storyboarded, produced and edited 12 advocacy promotional videos for NESRI campaign partners (DSC, VWC and CIW).

Waterkeeper Alliance | Jan 13- May 13

Produced an advocacy and outreach report with recommendations on improving grassroots fundraising using digital technologies in Bolivia, Peru and Brazil.

The report included analytical research, a needs assessment, a gaps analysis and a new fundraising user research survey in Spanish. Recommendations improved growth by 50% and were implemented into the NGO's global fundraising conference.

UNICEF | Sep 12 - Dec 12

Presented a social media analytics reports to high-level officers detailing the digital global impact of UNICEF's 2012 International Day of the Girl Child campaign; findings were used to improve UNICEF's 2013 communications strategy.

Conducted research on media advocacy and innovation strategies for UNICEF's Post 2015 Development Agenda on child marriage and gender rights, which the gender team presented at Intel's 2012 Women in Innovation Conference.

Purpose | May 12 - Dec 12

Created a digital international human rights campaign for social change, which included a wordpress blog, advocacy video and action plan to promote civic participation and influence local policy changes around environmental justice.

Reel Lives and Luta Pela Paz | Jan 12 - Aug 12

Designed a youth media workshop and produced seven human rights documentaries with favela youth in Brazil. Developed a website and bilingual youth media curriculum.

• MUNICIPAL MARKETING & COMMUNICATIONS MANAGER

Peace Corps | Jul 08 - Sep 10

Re-branded town to promote culture, women and children, which resulted in the re-election of the mayor, who is still in office in 2017. Developed a communications strategy with tactics that improved government program efficacy and community engagement by 90%.

Negotiated key partnership development initiatives that significantly improved coalition building among local health clinics, at-risk youth, fractured community groups, NGOs and municipal government through the execution of large scale expos and fairs (500+ people) which focused on women's health, youth leadership, female business empowerment and human rights.

EDUCATION

MA in international affairs, media and culture
The New School; 2011-2013

BA in international politics, minor in Spanish
Pennsylvania State University; 2003-2007
Study Abroad in Seville, Spain & Buenos Aires, Argentina

Inbound, Content Marketing, Email Marketing Certification;
Hubspot; 2017

Google Analytics Implementation, Configuration &
Reporting for Actionable Results Certificate; e-nor; 2016

User Experience (UX) Immersive Certificate; General
Assembly; 2014