

Maggie Lynn — Digital Media Project Manager

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maggiemlynn.com

EXPERIENCE

Children's Trust of South Carolina — Marketing Specialist

August 2018 to Present

Leads communications strategy development for statewide expansion of positive parenting program in selected communities. Manages multifaceted interactive projects and initiatives for internal partners, from creative development through quality assurance. Drives digital media strategy, developing and executing campaigns for digital growth.

- Coordinated creative campaigns and programmatic buying to support digital cross-promotion efforts, including email campaigns, Facebook promotions, paid search, and display ads which led to increased sales for biannual conference

EmployAbility — Engagement and Communications Coordinator

December 2017 to July 2018

Managed a portfolio of digital projects, including a full website transfer, website redesign, and ecommerce launch. Developed marketing and communications content strategy, including multifaceted media relations campaign. Provided content and marketing support to internal partners.

- Managed website redesign and launch, including addition of ecommerce capability as part of organizational rebranding
- Developed newsletter content strategy which resulted in 2x donations over previous newsletter
- Created strategic communications plan for FY2019
- Established media partnerships which resulted in \$15,000 in-kind media.

Union Mission — Community Outreach Coordinator

December 2015 to November 2017

Developed and executed community outreach strategies to support successful, sustainable programs. Planned, publicized, and coordinated multiple donor events; Shaped agency message development, managed media relations, and coordinated agency branding

- Developed communication strategies resulting in 100% growth in followers and \$10K increase in earned media
- Recruited 600+ volunteers in 18 months with 80% retention rate

EDUCATION

University of New England

Master's of Social Work

2014

Southern New Hampshire University

Bachelor of Arts in Social Science

2009

EXPERTISE

Professional Competencies

Project Management
Content Strategy
User Experience Design
Social Media Strategy
Web Design
SEO/SEM
Email Marketing
Paid Media
Digital Advertising
Marketing Analytics
Data Visualization
Ecommerce Strategy

Platforms

Analytics

Google Analytics, Data Studio, Tableau

Ecommerce

Shopify

CMS

Wordpress

CRM

Blackbaud, GreaterGiving, Network for Good, Abila

Email Marketing

Mailchimp, Constant Contact

Social Media

Sprout Social, Hootsuite, Tweetdeck

Project Management

Trello, Basecamp, Asana, Airtable

Design

Illustrator, Photoshop, InDesign,

Other

MS Office Suite, G-Suite