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KEY ACHIEVEMENTS

- ★ Developed Marketing Content Strategies that Advanced Brand Visibility and Company Growth
- ★ Grew Conversions through CRM Email Campaigns and Sales Automations
- ★ Built Websites and Managed SEO that Increased Quality Traffic
- ★ Drove Increases in Engagement and Retention Through Various Copywriting and Visual Content Creation Tactics

EDUCATION

Carnegie Mellon University,
Heinz College of Information
Systems and Public Policy
Masters of Arts Management
*Writing, Marketing, Design,
Finance, and Business Courses*
3.73 GPA

Edinboro University (PennWest)
Bachelor of Fine Arts
Graduated Cum Laude

Lynette Filson Marketing Specialist

Enthusiastic, creative and adaptive professional with extensive experience in marketing and communications. I have a record of increasing brand awareness, acquisition, and engagement through content writing, social media, presentations, email campaigns, and website optimization.

As a resourceful and detail-oriented growth strategist, I possess strong writing, computer, and analytical skills who works well autonomously and collaboratively to meet deadlines and stay on budget.

WORK EXPERIENCE

Freelance Marketing Specialist | 5/2021–present

No Headaches Marketing | *Clients in health/human services, B2B technology, SaaS, manufacturing, and retail industries*

- Website management: Build or help maintain websites in content management systems; write UX and other content; integrate SEO; monitor KPIs; and analyze data.
- Manage social media: Establish social media plan and KPIs; collaborate across teams to create content; monitor performance; produce social media policies; and strategies to continually grow followers.
- Email marketing: Write, design, and automate emails using CRM platforms to targeted audiences including A/B testing; develop and monitor KPI metrics; adjust to optimize ROI.
- Graphic design: Develop and design visually-appealing presentations, reports, videos, flyers, and newsletters for targeted audiences.
- Marketing research and strategy development: Stay on top of industry trends; research competition; research content; develop growth strategies.

Marketing Strategist | 6/2017-4/2021

CultureShoc | *Westlake, OH (EOS® B2B consulting agency)*

- Brand management: Developed marketing plan including KPIs, brand strategy, and marketing budget; maintained digital assets; created reports.
- Email marketing: Accelerated conversion of qualified leads by integrating new CRM; collaborated with sales team to build segmentations and pipelines/sales funnels; designed email marketing campaigns and automation for lead generation and client relations; monitored performance and optimized for best ROI.
- Website management: Designed and built new website including all written content and UX design; conducted market research; integrated SEO; used Google Analytics to track performance and analyze data; built landing pages; and updated content to improve organic ROI.
- Graphic design: Created presentations, flyers, and other collateral materials. Copywriting: Wrote blogs and white papers.
- Advertising and promotions: Collaborated with team on event planning and implementation; wrote press releases; handled sponsorship opportunities; and managed PPC campaigns.
- Collectively developed growth strategy that quadrupled revenue in three years then 20% growth rate thereafter.

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COMPUTER SKILLS

- *Productivity:*
Microsoft Office Suite and AI Copilot, and Google Suite
- *Graphic Design:*
Photoshop, InDesign, Premiere Rush, Illustrator, Audition, Acrobat, Express, and Canva
- *CRMs/Social Media Mgmt:*
HubSpot, SocialPilot, Virtuoso, MailChimp, ActiveCampaign, Insightly, and ConstantContact
- *Social Media Platforms:*
Facebook, LinkedIn, Reddit, Instagram, and YouTube
- *Web Design/SEO:*
WordPress, Squarespace, Shopify, Wix, HTML and Google Analytics
- *Presentation Design:*
Prezi, PowerPoint, Canva, and Google Slides
- *Collaboration Tools:*
ClickUp, Slack, Zoom, Meet, AI, and Teams
- *Sales Tools:*
Sales Navigator and Apollo

PROFESSIONAL TRAINING

- Google Analytics
- Semrush SEO Crash Course with Brian Dean
- HubSpot Marketing
- ActiveCampaign
- Virtuoso Academy

WORK EXPERIENCE continued

MyEKC SaaS Product Administrator | 7/2016-present

Employee Knowledge Center, LLC | Bedford, OH (SaaS B2B start-up)

- Product development: Helped develop relational schema of cloud-based software for manufacturing company; in 2019, assisted preparations for SaaS development; work with team how to improve software.
- Team leader: Act as liaison between investors, programmers, and third-parties.
- Copywriting: Write and maintain materials including help files, UI content, technical processes, legal documents, and reports.
- Content management: Currently building e-commerce website; writing and producing informational videos.
- Marketing strategist: Developing go-to market plan.
- Product support: Act as primary technical and product support specialist for beta testers; handle software testing and monitor beta testing.

Communications Administrator | 7/2008-7/2018

HAR Adhesive Technologies | Bedford, OH (Manufacturing)

- Digital marketing: Led external communications via website updates, SEO implementation, social media management, blogs, and broadcast emails.
- Process improvement: Innovated company processes by facilitating team meetings to help identify issues, determine solutions, and document them.
- Technical writing: Wrote processes, policies, and company standards; and tracked ROI of documented processes.
- HR administration: Developed and wrote recruitment and onboarding practices; acted as liaison for employee resolutions.

Development Director; Fundraising Consultant | 11/2003-5/2007

Peninsula Fine Arts Center | Newport News, VA

- Grant management: Wrote federal, state, and foundation grants for operational and program-related funds; maintained reports to those agencies.
- Supervisory management: Directed the development and marketing team to improve brand awareness, media relations, visitation, and donations; and recruited interns.
- Event coordination: Collaborated with staff, Board and vendors to plan and execute fundraising campaigns and special events
- Graphic design: designed invitations to events and newsletters.
- Donor relations: Worked with Board to improve funding goals and donor relationships; wrote solicitation letters, and managed customer relation management database; tracked performance goals and ran reports.