

Chloe McNeil

Memphis, TN

(901)488-0730

Chloe.mcneil14@gmail.com [LinkedIn](#) <https://chloe-mcneil.com>

EDUCATION **Bachelor of Business Administration, May 2021**

University of Memphis, Memphis, TN

Major: International Business GPA 3.6

EXPERIENCE **Freelance Brand Strategist, August 2021–Present**

- Crafted and refreshed brands for over 11 clients spanning diverse sectors across the e-commerce, tech, and agricultural industries
- Collaborated on cross-functional teams comprised of designers, developers, and copywriters ensuring alignment between the brand identity and brand messaging contributing to the overall brand strategy

Product Marketing Manager, August 2021–June 2022

Edesia, Memphis, TN

- Developed and managed captivating video and photo content across Instagram, Facebook, and TikTok
- Drove 107 app downloads by implementing a multichannel marketing strategy to kick off our product launch campaign
- Achieved an average 13.4% email open rate by assisting in developing and distributing weekly newsletters designed to engage the food truck audience and providing guidance in app utilization
- Redesigned and managed web content on the landing page and website, implementing SEO and Information Architecture principles decreasing bounce rate by 20%, and increasing web visits by 30%

Digital Marketing Specialist, May 2021- June 2022

Connect Healthcare Collaboration, Memphis, TN

- Designed and developed WordPress and HubSpot websites for businesses in the employee benefits consulting/ marketing industry
- Drove a 4% increase in traffic to the company's website page by implementing a targeted video ad campaign leveraging both warm and cold prospects from LinkedIn's targeting feature and our HubSpot CRM list
- Managed client relationships through HubSpot CRM, facilitated stakeholder meetings on Zoom, and served as an email point of contact to ensure proper communication
- Achieved a 100% success rate for timely uploading posts on multiple social media platforms by scheduling and managing content through the HubSpot content calendar

Social Media Manager, 2019-2021

- Increased engagement rate to 22% over a month by creating culturally relevant content that aligns with the social media objective of curating a community
- Expanded the company's Instagram community by 2,053 members utilizing analytics from past content to identify and create relevant content

GAP YEAR **English Teacher, June 2022–October 2023**

- Enhanced cultural understanding between the United States and Thailand for over 200 primary students by creating dynamic lesson plans and engaging activities in English
- Identified student knowledge gaps and implemented learning plans to increase TESET scores by 20%

ACTIVITIES **Brandathon, 1st place, Brand Strategist, November 2021**

Civic Engagement Board, Marketing Coordinator, 2018-2019

Pom Team, Dancer, 2013-2017

SKILLS

Microsoft PowerPoint, Adobe Illustrator, Adobe Photoshop, Community Engagement, Project Management, Email Marketing, Product Marketing, WordPress, Google Analytics, Creative, Adaptable, Data-Driven