

## **Brianna Lee**

(941) 565-3769 • briannanlee@outlook.com • Ellenton, FL

### **SUMMARY**

Digital Marketing Manager with experience driving cross-channel marketing initiatives across SEO, paid media, organic social, and web. Proven ability to create strategic, high-performing content while managing campaigns that strengthen engagement and drive measurable business results. Combines analytical thinking with creative execution, with a strong understanding of community-driven content and audience behavior.

### **EXPERIENCE**

#### **Digital Marketing Manager - NSA Storage**

*Jan 2024 – Present*

- Lead and support initiatives across SEO, paid media, paid social, organic social, web, and brand marketing
- Own and execute organic social campaigns that drive engagement and strengthen brand presence
- Develop and manage content strategies aligned with broader marketing goals and campaigns
- Utilize Sprout Social to manage publishing, engagement, and performance tracking for Instagram, Facebook, X, and LinkedIn
- Assist SEO and local SEO optimization, including Google Business Profile management and on-page improvements
- Analyze campaign and content performance using Google Analytics and platform insights to drive optimization
- Collaborate cross-functionally with multiple departments to execute marketing initiatives
- Support paid media efforts through creative alignment, audits, and performance insights
- Improve workflows and processes to increase team efficiency and execution speed
- Manage multiple priorities while consistently delivering high-quality, detail-oriented work

#### **Marketing Intern – Finseakers**

*Feb 2023 – Jan 2024*

- Managed website and content improvements to enhance user experience
- Strengthened brand presence through content development and performance analysis
- Increased online inquiries by 30% through strategic content updates

#### **Nanny – Care.com**

*Feb 2020 – Feb 2023*

- Built strong, trust-based relationships with families through communication and reliability
- Managed dynamic schedules requiring adaptability, organization, and problem-solving

## **ADDITIONAL CONTENT EXPERIENCE**

- Built and manage a personal social media account focused on lifestyle and pet content that grew 30k+ followers in less than a year
- Created short-form video content aligned with current trends and platform behavior
- Developed an intuitive understanding of engagement, reach, and audience interaction

## **EDUCATION**

### **BBA in Marketing**

Florida Atlantic University

*Aug 2021 – Aug 2023*

### **AA in Arts**

Florida Southwestern State College

*Aug 2019 – Aug 2021*

## **SKILLS**

Digital Content Strategy

Social Media Strategy

SEO Strategy & On-Page Optimization

Performance Tracking & Analytics

Sprout Social

Google Analytics

Google Business Profile Optimization

Canva

Video & Photo Editing

Organic Social

Paid Social Support

Content Calendar Management

Cross-Functional Collaboration

Time Management

## **CERTIFICATIONS**

Work Smarter with AI – Canva

Marketing with Canva – Canva

Social Media Marketing – HubSpot

Local SEO Essentials – SEMrush

Get Started with Data Analytics – Google