



AUTUMN BARKER

MARKETING MAVEN & SOCIAL MEDIA SPECIALIST

EDUCATION

BACHELOR OF ARTS
English

University of Florida
2010 - 2014

CERTIFICATIONS

EMAIL MARKETING
HubSpot Academy

CONTENT MARKETING
HubSpot Academy

INBOUND MARKETING
HubSpot Academy

MARKETING SOFTWARE
CERTIFICATION
HubSpot Academy

SOCIAL MARKETING
Hootsuite

SKILLS

EXCELLENT COMMUNICATOR

CONFIDENT UNDER PRESSURE

EXPERIENCED TEAM BUILDER

SELF STARTER

WORK EXPERIENCE

DIRECTOR OF CONTENT & SOCIAL MEDIA MARKETING

Brand Manifest Inc. | Orlando, FL | 2020 - Present

- Development and execution of social media and content marketing strategies
- Management of digital content creation across B2B, B2C, and non-profit clients
- Lead content development from strategy to actualization for both the internal brand and external clients

ACCOUNT MANAGER

Yellow Shoes Creative Group | Orlando, FL | 2020 - 2020

- Managed content creation, both digital and print, for Disney Parks and Resorts as a part of Disney's Yellow Shoes Creative Group
- Lead creative development from strategy to actualization across markets including Disney Resorts, Disney Cruise Line, Young Adults, and Preschool segments
- Worked closely with creative teams to develop assets for omnichannel campaigns

DEMAND GENERATION MANAGER

INTELITY | Orlando, FL / Los Angeles, CA | 2018 - 2020

- Managed lead generation campaigns for a SaaS-based hospitality technology company with a focus on digital campaigns, including social advertising and PPC (Google Ads) campaigns
- Managed creation and execution of lead-facing content strategies
- Developed and implement national PR strategy and outreach
- Extensive lead generation experience with an emphasis on bringing in 30+ qualified leads per month

ACCOUNT MANAGER

Reach | Kissimmee | 2018 - 2018

- Responsible for client relationship management with companies that included a luxury residential community and nationally recognized food and beverage brand.
- Oversaw the development, creation, and execution of inbound marketing strategies for 3-4 B2B and B2C clients, simultaneously
- Developed and executed paid digital strategies across all social platforms (Facebook, Instagram, LinkedIn, YouTube) and PPC channels (Google Ads)
- Managed digital ad spends, budgeting, and social marketing strategies for B2B and B2C clients