



BRITT CROSBY

CONTENT WRITER & SOCIAL MEDIA MANAGER

Creative writer, editor, and social media manager with eight years of experience in digital marketing on one of the world's leading retail sites. Extensive knowledge of and experience in content writing and management, social media marketing, in-house media strategy, research, data analysis, and product positioning. Motivated by the need to do better, and be better every day, while working with great people keeps a smile on my face.

CONTACT

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Website:

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Portfolio:

letsbebirds.com/portfolio

Currently Located:

Sydney, Australia

EDUCATION

Bachelor of Arts with Honors in Communication

The University of Tampa, Tampa, FL

Double Minor: Art & Writing

2008 - 2012

SKILLS

Translating complex topics into relatable, actionable content

Research

Developing a brand voice

Wordpress

Email Marketing

Paid Social Media

Adobe Photoshop

HONOURS

Triad STAR Award - 2014

Cum Laude, Dean's List, Sigma Alpha

National Society of Leadership &

Success, Omicron Delta Kappa National

Leadership Honor Society

WORK EXPERIENCE

Let's Be Birds | January 2018 - Present

Founder | Content Writer & Social Media Manager | Remote

- Research, write and create content based on target audience interests and platform.
- Craft thoughtful blog articles, marketing copy, SEO copy, and website content in the domains of home & garden, health & wellness, travel, digital marketing, and eCommerce.
- Assist in facilitating sales through email marketing campaigns.
- Manage social media campaigns by tuning into target audiences, creating original content, building awareness and being the trustworthy and genuine voice of the brand.

Triad Retail Media | Walmart.com | April 2013 - January 2018

*Digital Media Strategist & Account Manager | Remote
Specialized in e-commerce product development*

- Oversaw \$3M+ in quarterly sales and managed more than 30 programs at any given time for both new business accounts as well as key accounts.
- Efficiently developed strategic Walmart.com media plans with budgets ranging from \$50K-\$3M.
- Developed and executed "Big Ideas" with internal creative, analytics and operations teams to offer innovative strategies to better serve the needs of the client and Walmart.

Strategic Media Inc. | January 2012 - April 2013

Content Marketing Manager | Tampa, FL

- Created compelling and engaging SEO content for a wide range of local clients.
- Vetted, interviewed and hired a team of 10 writers to assist in the production of SEO content.
- Managed content production processes from beginning to end, from content ideation and developing an editorial calendar strategy, to writing, editing, publishing and promoting content via media partnerships and email.

REFERENCES

Lauren Malaguti

Director, Strategic Partnerships - Key Accounts, Walmart & Sam's Club

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