

Elaina Bradley

Marketing Specialist experienced in executing omnichannel campaigns across email, SMS, and social platforms. Collaborative, creative, and result-driven.

Nashville, TN
elaina.brad@gmail.com
(812) 449-6316
elainabradley.com

PROFESSIONAL EXPERIENCE:

Digital Marketing Specialist

June 2023 – Present

Digital Marketing Coordinator

July 2022 – June 2023

Gathr Outdoors, Nashville, TN

- Developed and executed email and SMS marketing campaigns, including designing creative, writing compelling copy, scheduling sends, and creating segmentation strategies resulting in \$225k+ in revenue and a 41% increase in placed order rate YTD
- Designed graphics and wrote copy for social media content, managed influencer marketing initiatives and implemented social media giveaways
- Analyzed marketing campaign performance, presented weekly reports, and proposed strategy recommendations
- Coordinated production of assets and assisted with asset management for internal use and for retail use
- Collaborated with the web team to optimize product pages and coordinate site content with email and SMS marketing efforts
- Managed company's Instagram, Facebook, Pinterest, and TikTok accounts, overseeing daily content posting and audience engagement
- Coordinated marketing calendars across email, SMS, and social media, to ensure consistency and timely campaign execution

Accessibility Team Lead

August 2021 – May 2022

Social Media & Analytics Intern

August 2020 – May 2021

IU ServeIT Nonprofit Technology Clinic, Bloomington, IN

- Analyzed websites for accessibility issues and consulted with business owners on web accessibility improvement
- Collaborated with the city of Bloomington to develop accessibility survey for business owners
- Managed clinic LinkedIn group, conducted interviews, edited videos, and created content for clinic social media pages

Digital Marketing Intern

Summer 2021

Cook Medical, Bloomington, IN

- Analyzed social media performance to inform content strategy
- Created social media graphics and templates

SKILLS:

- | | | |
|------------------------|---------------------------------|-------------------------|
| • Adobe Creative Suite | • Klaviyo Email & SMS Marketing | • Analytics & Reporting |
| • Figma | • Google Analytics | • Copywriting |

EDUCATION:

B.S. in Informatics

August 2018– May 2022

Human-Centered Computing cognate, Media and Creative Advertising minor

Indiana University, Bloomington, IN