

# EMILY LARABELL

POSITIVITY-WOO-FUTURISTSIC-  
STRATEGIC-SIGNIFICANT

Ambitious ● ● ● ● ●  
Creative ● ● ● ● ●  
Enthusiastic ● ● ● ● ●  
Self Starter ● ● ● ● ●  
Risk Taker ● ● ● ● ●

## COMPUTER SKILLS

Adobe Photoshop, Illustrator and  
PremierPro  
Weebly and Wordpress  
Microsoft Excel, PowerPoint and Word

## CERTIFICATIONS

CITI Research  
Hubspot Inbound Marketing  
Hubspot Marketing Software  
Google Analytics

Blogging ● ● ● ● ●  
Social Media ● ● ● ● ●  
Email Marketing ● ● ● ● ●  
Graphic Design ● ● ● ● ●  
Copy Writing ● ● ● ● ●  
Video Editing ● ● ● ● ●  
SEO ● ● ● ● ●

## CONTACT

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## EXPERIENCE

### 2021-2022 PRN Healthcare: Digital Marketing Strategist

- Increased Instagram conversions by 550% year/year
- Increased LinkedIn conversions by 420% year/year
- Increased Facebook conversions by 128% year/year
- Train new hires on social media recruiting
- Write blogs for SEO on Wordpress
- Implement internal retention campaigns

### 2020- 2021 PRN Healthcare: Digital Marketing Coordinator

- Increased "Last Social Interaction" by 339% in 2020
- Manage all things digital marketing
  - Create Google and Microsoft Ads
  - Train new hires on social media recruiting
  - Manage Facebook, Instagram, Tiktok and Pinterest
  - Create content for the blog and all social media channels in Photoshop, Canva, and Illustrator
  - Write blogs and update the website for SEO

### 2018 - 2020 Marketing & Writing Freelancer

- Wrote press release for the Seattle Seahawks and Volcanica Coffee partnership
- Manage client social media channels, create social media content calendars and conduct social listening
- Create social media graphics on Photoshop
- Conduct email marketing campaigns as needed

### 2018 - 2020 Midwest Sign: Social Media Coordinator

- Write Wordpress blogs for SEO and readability about industry trends, recap of events, and tips and tricks
- Increased social media followers by 600% in 2019.
- Manage, create and curate content for all social channels; Facebook, Twitter, LinkedIn and Instagram
- Event plan regional and national trade shows
- Design white papers, internal newsletters, and social content in Adobe Photoshop and InDesign

## EDUCATION

2014 - 2018 **University of Wisconsin Oshkosh**  
Bachelor of Science in Public Relations and minor in  
Environmental Studies