

# Mariah Riney

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## Skills/Programs:

- Graphic Design: Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe Premier Pro
- E-mail Marketing: Sharpspring, Hubspot, MailChimp, Constant Contact
- Social Media: Buffer, Hootsuite, Sharpspring, Later, Sprout Social, Tweet Deck, Tailwind
- Coding: HTML, CSS, 5+ years in WordPress
- General Office: Advanced SEO training, Types 90+ WPM, Word, PowerPoint, Excel

## Certifications:

- Google Ads Display, Google Ad Search, Google Analytics Individual Qualification-2020
- Sharpspring Email Marketing- 2020
- Hubspot Inbound, Hubspot Email Marketing, Hubspot Content Marketing-2020

## Education:

- **MBA with Concentration in IT Management-** Western Governors University- Spring 2020
- **Bachelors of Design & Sustainability-** Arizona State University Graduated Early- Spring 2015

## Experience:

### Marketing Operations Specialist - Intellective

07/2019 – Present

- Develop and execute multi-channel digital marketing strategies to improve brand awareness and drive revenue
- Author and create content for webinars, blog, and social media channels that is responsible for driving 85% of website traffic
- Successfully tripled social media reach across Facebook, LinkedIn and Twitter in less than 12 months
- Doubled monthly “Contact Us” form submissions and marketing qualified leads YOY in 2020
- Produce e-mail marketing campaigns with higher than industry average click-through rates to lead to demo more opportunities
- Implemented first social media paid ad and SEO campaign to improve conversions and sales
- Regarded as the in-house subject media expert and lead trainings on best practices for social media managers, sales, and leadership
- Serve as Senior Graphic Designer and responsible for designing and creating collateral for print, web, promotional items, and all software and technical graphics

### Creative Freelancer – Self Employed

07/2016 – Present

- Design brand and direct response social media campaigns to drive brand lift and optimize sales
- Create customized e-mail and blog marketing campaigns to increase brand awareness and increase revenue
- Improve online conversions by utilizing web design and coding skills to enhance the website, implement SEO best practices, and execute effective paid media campaigns
- Graphic designer for clients on both print and web projects to promote products, services, and events

### Creative Director – Moguls Media

04/2017 – 04/2019

- Developed and managed all digital marketing campaigns for a portfolio of priority clients
- Managed a remote team of high performing social media managers, website designers, graphic designers, copywriters, and promotional events team
- Executed large scale events for leading SaaS companies including NetApp and TechData
- Served as the senior editor on creative collateral and Chief SEO Officer for all SEO campaign and audits
- Responsible for managing and tracking a \$3 million annual marketing budget

## Social Media Director – Infinity Dental Web

02/2016 – 08/2017

- Designed and implemented paid search and paid social media campaigns for tier 1 clients that delivered a 30% average increase in patients YOY
- Led a remote team of videographers, social media managers, and copywriters through the day-to-day development and execution of marketing campaigns
- Streamlined data analytics function by consolidating data sources from the website, social media, and ads placements into one centralized system
- Lead Copywriter for website copy, blog posts, and print copy for Infinity Dental Web