



WHITNEY WALKER

Digital Marketing Specialist

PROFESSIONAL EXPERIENCE

EDUCATION

Indiana University

New Albany, IN

Bachelor of Science in Business

Concentration: Marketing

May 2013

GPA: 3.7

CONTACT

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CERTIFICATIONS

Facebook Certified Digital Marketing Associate

Issued 09/2021

Google Ads Search Certification

Issued 09/2023

HubSpot Email Marketing Certification

Issued 09/2023

HubSpot SEO Certification

Issued 09/2023

PDI Technologies

Senior Manager, Digital Marketing | Atlanta, GA | April 2021 – Feb 2023

- Lead and execute all digital marketing initiatives for both PDI Sustainability Solutions and its clients including creative & content strategy, budgeting, and reporting.
- Create and manage an annual digital marketing plan to increase brand awareness and generate qualified leads.
- Develop B2B lead generation strategy in collaboration with internal Business Development stakeholders to capture qualified leads.
- Oversee a digital marketing budget to ensure campaign spending stays within budget.
- Manage relationships with third-party vendors to execute campaigns and achieve marketing goals on time and within budget.

Beauflor USA

Communications Coordinator | White, GA | June 2018 – April 2021

- Develop the social media strategy and content across all brand channels.
- Oversee the development of email campaigns to support digital marketing initiatives.
- Analyze and report on website, email, and social media performance metrics and recommend improvements.
- Manage an internal content management system for the sales team to support the selling process and organize marketing collateral.
- Oversee the creation and revision of sales and marketing documents including product sell sheets, product specification sheets, presentations, and customer announcements.

ZenTea

Marketing Coordinator | Atlanta, GA | May 2018 – May 2019

- Manage all e-mail marketing campaigns and maintain e-mail subscriber lists.
- Manage all brand social media channels and engage with followers.
- Perform keyword research and optimize content on company website pages to improve SEO performance.
- Responsible for promoting company events on social media channels.

Skills

Adobe Photoshop

Adobe InDesign

Wordpress

Shopify

Sprout Social

Buffer

MailChimp

Klaviyo

Google Ads

Google Search Console

Facebook Ads Manager

Google Analytics