

Lisa M. Campo

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About Me

Communications and marketing professional with 14 years of editorial, writing, and digital content experience looking to implement data-driven strategies. Works well in a collaborative environment and excels at problem-solving. Brings innovation, laughter, sharp copy, a love of storytelling, and superb editing skills.

Education

BACHELOR OF ARTS, COMMUNICATIONS (PRINT JOURNALISM)

Loyola University New Orleans

Proficiencies

- Adobe Creative Suite
- Hootsuite & Sprout Social
- HubSpot, MailChimp & Informz (email)
- Google Ads & Analytics
- Wordpress
- LinkedIn, Facebook, Instagram & Twitter ad platforms
- HTML & SQL experience

Experience

AMERICAN STAFFING ASSOCIATION

Senior Marketing Manager | Aug. 2018–present

- Create and manage all paid digital marketing, including targeted social media and remarketing campaigns.
- Develop and implement email campaign strategies including overseeing design, content development, and lead-gen activities for events and promotional campaigns. Implemented a mobile-first approach with new email templates to increase engagement.

AMERICAN COUNCIL ON THE TEACHING OF FOREIGN LANGUAGES

Marketing & Communications Manager | Feb. 2016–July 2018

- Managed and created content for social media channels. Social media following grew 40% over two years (160% increase in impressions, 197% increase in engagements).
- Managed all digital marketing, including social media ads, remarketing ads, and email campaigns. Upheld brand standards; reviewed and approved all designs and graphics. Managed part-time employees, interns, and vendor and freelance relationships.

HIGHROAD SOLUTION

Marketing & Technology Consultant | Feb. 2015–Jan. 2016

- Managed 10-15 projects at a time. Worked with clients to develop digital marketing strategies, with an emphasis on email marketing.
- Managed blog and social media channels; blog views increased about 50% YOY, with social followers up about 600% YOY.
- Wrote and edited blog posts, company docs, and client copy.
- Created and recorded webinars and led product training.

TAX EXECUTIVES INSTITUTE

Website & Community Manager | Sept. 2013–Feb. 2015

- Managed and edited all email, organic social media, digital marketing, and analytics.
- Created, managed, and edited WordPress event microsites.

NATIONAL RURAL ELECTRIC COOPERATIVE ASSOCIATION

Web Content & Copy Editor | Feb. 2011–Sept. 2013

- Significantly improved experience of 160-page human resource microsite by establishing a content sprint cycle, editing and publishing 25,000 words in eight months, and increasing readership by 8%.
- Enhanced user experience on internal website by implementing robust search functionality. Interviewed subject matter experts and wrote articles about employee benefits.

MCCLATCHY-TRIBUNE REGIONAL NEWS

Assistant News Editor | June 2008–Feb. 2011

- Edited, classified, and prepared copy from more than 600 contributors globally to distribute to online wire service. Built and maintained more than 250 web-scraping robots.