

# Gracie Nay

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Full-stack Marketing Leader with 9 years experience in hands-on crafting and executing impactful content campaigns, generating leads, and driving growth. Adept at engaging copywriting, eye-popping designs, content project management, data-driven decision-making, and scrappy problem-solving, enthusiastically seeking their next opportunity.

## WORK EXPERIENCE

### **SQRD Media • Lindon, UT • 02/2024 – Present**

#### **Sr. Client Strategist**

- » Developed and executed strategies for clients in multiple industries, driving leads and sales across multiple channels (SEO, SEM, email, paid advertising, event marketing and more).
- » Managed client relationships, overseeing project timelines, deliverables, and reporting to ensure maximum ROI and alignment with business goals.
- » Acted as a liaison and resource between clients, client teams, and internal teams, coordinating marketing campaigns and ensuring seamless execution of strategies.
- » Owned both large scale website migration projects as well as targeted lead and sale campaign roll-outs at the same time.

### **THE MARKETING UNICORN • Syracuse, UT • 04/2022 – Present**

#### **Founder + Freelance Consultant**

- » Achieved significant lead generation and revenue growth through strategic planning, creative content production, copywriting, and data reporting.
- » Drove conversions with expert copywriting skills on projects such as web copy, ad copy, social media text, email copy, collateral copy, etc.
- » Owned, managed, and coached clients on marketing platforms such as HubSpot, Kajabi, Ontraport, Leadpages, Wix, and Salesforce, etc.

### **Badass Marketing Moms • Temecula, CA, USA • 04/2018 – 04/2022**

#### **Director Of Content & Educational Programs**

- » Creative Production & Project Management : Managed all copywriting and creative projects such as web, ad, social media, lead magnets, collateral content, etc. with a deep understanding of platform requirements and best practices.
- » Only some relevant work experience is referenced here. For more information about other positions held and further experience see LinkedIn profile. Project portfolio is available upon request.

## EDUCATION

### **Bachelor's Degree in Marketing w/ International Business minor**

Utah State University – Jon M. Huntsman School of Business • GPA: 3.79

Graduated With Honors

Published Researcher

## CERTIFICATIONS

### **Adwords Fundamentals • 07/2019**

Google AdWords Certified

### **Email Marketing Certification**

### **Inbound Certification**

## SKILLS

Brand Development, Business Coaching, Campaign Management, Client Management, Consumer Research, Creative Problem Solving, Customer Experience, Data Analysis, Data Reporting, Event Planning, Launch Management, Media Buying, Performance Analysis, Project Management, Public Speaking, Social Media Management, Team Leadership

**Tools:** Adobe Creative Suite, AI Tools, CRM, Data Visualization, Email Automation, Facebook, Google Ads, Google Analytics, Google Data Studio, HubSpot Software, Instagram, Kajabi, LinkedIn Advertising, Looker Studio, Marketing Automation, Microsoft Excel, Microsoft Office, Microsoft PowerPoint, Microsoft Word, Ontraport Software

**Marketing Strategy:** B2B + B2C Marketing, Brand Strategy, Campaign Strategy, Content Strategy, Email Marketing, Paid Media Strategy, Social Media Marketing, Strategic Planning

**Content & Design Skills:** Content Creation, Copywriting, Graphic Design, Landing Page Design, Video Production, Web Design, Web Development