

LEAH DUDLEY

Marketing Strategist | Strategic Campaign Planning | Community Engagement | Lead Generation
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Summary

Digital marketing professional with 5 years of experience in digital marketing and social media management, expert in strategy development and content creation. Key achievements include a 35% increase in social media engagement over six months and a 50% growth in organic traffic.

Key Achievements

Boosted Engagement

Increased social media engagement by 35% over six months.

Increased Organic Traffic

Guided a team to achieve a 50% increase in organic traffic.

Enhanced Lead Generation

Generated 40% more leads through targeted email campaigns.

Optimized Ad Spend

Achieved a 25% reduction in ad spend while increasing ROI by 20%.

Skills

Microsoft Office • SEO • Content Creation • Google Ads • Interpersonal Skills • Email Marketing • Social Media Marketing • Blog Strategy • Backlinking • Analytics • Team Leadership • Strategic Planning • Google Analytics • Critical Thinking • Teamwork • Creativity • Adaptability • Figma • Canva • Microsoft Excel • TikTok Strategy • Organization • Project Management • Communication • Ecommerce • Attention to Detail • Presentation • Coaching and Training • Your Skill

Experience

Reencle	Remote
Digital Marketing Specialist	08/2025 - 01/2026
<ul style="list-style-type: none">Managed all influencer collaborations with an average budget of \$40000/monthManaged all social media strategy across TikTok, Instagram, and YouTubeDesigned data tracking spreadsheets specific to the company goalsCoached the marketing team on data-backed long-term strategyOwned all SEO strategy and researchLed the redesign of the company websiteManaged all copy-writing updatesFilmed and edited content across platformsTravelled both locally and internationally to build business relationships	
ShipEX	Salt Lake City, UT
Marketing Supervisor	11/2024 - 07/2025
<ul style="list-style-type: none">Built training programs for all marketing positionsRedesigned the company websiteOwned all SEO initiativesDesigned cross-platform strategy for Social MediaBuilt and managed all data analysis charts and spreadsheetsCollaborated with the sales team to optimize outreach and qualified leads	
ShipEX	Salt Lake City, United States
Digital Marketing Specialist	01/2024 - 11/2024
<ul style="list-style-type: none">Managed all Paid Advertising for ShipEXDesigned new data-analysis strategies to enhance performanceDirected social media strategy and content creationCollaborated with sales team to build improved sales funnels	

Experience

ShipEX

Social Media Manager

Salt Lake City, UT

04/2023 - 01/2024

- Developed cross-platform social media strategy
- Owned all content creation and editing
- Managed all copywriting both On-Page and through Blogs
- Trained in SEO through HubSpot and started the company on CRM and SEO tools

ShipEX

Marketing Assistant

Salt Lake City, UT

06/2022 - 04/2023

- Wrote 4 blogs a month for the website
- Created all Facebook, Instagram, and TikTok content
- Developed new spreadsheets for social media data tracking
- Led the marketing team on cohesive content planning

Lions Digital Agency

Marketing Intern

Salt Lake City, UT

01/2022 - 04/2022

- Audited client goals and existing online presence to build quarterly content strategies
- Built comprehensive branding packets for enhanced content alignment
- Developed training strategies for long-term marketing roles

Lawyers Insurance Alliance

Marketing Intern

Utah, United States

07/2021 - 09/2021

- Owned data analytics for social media marketing
- Wrote monthly newsletter for clients
- Developed social media strategy for long-term consistency

Education

Ensign College

Bachelor's degree, Digital Marketing, Communication

01/2021 - 03/2023