

# 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

#### Digital Marketing Specialist

Remote

08/2025 - 01/2026

- Managed all influencer collaborations with an average budget of \$40000/month
- Managed all social media strategy across TikTok, Instagram, and YouTube
- Designed data tracking spreadsheets specific to the company goals
- Coached the marketing team on data-backed long-term strategy
- Owned all SEO strategy and research
- Led the redesign of the company website
- Managed all copy-writing updates
- Filmed and edited content across platforms
- Travelled both locally and internationally to build business relationships

### ShipEX

#### Marketing Supervisor

Salt Lake City, UT

11/2024 - 07/2025

- Built training programs for all marketing positions
- Redesigned the company website
- Owned all SEO initiatives
- Designed cross-platform strategy for Social Media
- Built and managed all data analysis charts and spreadsheets
- Collaborated with the sales team to optimize outreach and qualified leads

### ShipEX

#### Digital Marketing Specialist

Salt Lake City, United States

01/2024 - 11/2024

- Managed all Paid Advertising for ShipEX
- Designed new data-analysis strategies to enhance performance
- Directed social media strategy and content creation
- Collaborated with sales team to build improved sales funnels

## Experience

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ShipEX	Salt Lake City, UT
Social Media Manager	04/2023 - 01/2024
<ul style="list-style-type: none"><li>Developed cross-platform social media strategy</li><li>Owned all content creation and editing</li><li>Managed all copywriting both On-Page and through Blogs</li><li>Trained in SEO through HubSpot and started the company on CRM and SEO tools</li></ul>	
ShipEX	Salt Lake City, UT
Marketing Assistant	06/2022 - 04/2023
<ul style="list-style-type: none"><li>Wrote 4 blogs a month for the website</li><li>Created all Facebook, Instagram, and TikTok content</li><li>Developed new spreadsheets for social media data tracking</li><li>Led the marketing team on cohesive content planning</li></ul>	
Lions Digital Agency	Salt Lake City, UT
Marketing Intern	01/2022 - 04/2022
<ul style="list-style-type: none"><li>Audited client goals and existing online presence to build quarterly content strategies</li><li>Built comprehensive branding packets for enhanced content alignment</li><li>Developed training strategies for long-term marketing roles</li></ul>	
Lawyers Insurance Alliance	Utah, United States
Marketing Intern	07/2021 - 09/2021
<ul style="list-style-type: none"><li>Owned data analytics for social media marketing</li><li>Wrote monthly newsletter for clients</li><li>Developed social media strategy for long-term consistency</li></ul>	

## Education

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Ensign College	01/2021 - 03/2023
Bachelor's degree, Digital Marketing, Communication	