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Profile Summary

Marketing manager and strategist with 15+ years of experience across entertainment, education, SaaS, fintech, healthcare, and entrepreneurship. Leads integrated campaigns while remaining hands-on in content strategy, copywriting, videography, photography, video editing, email, social media, events, and performance reporting. Led a 24-person team, supported Netflix channels reaching 7M+ followers, and managed department-wide marketing for Atlanta Public Schools Nutrition Services.

Skills

Integrated Marketing | Campaign Strategy | Brand & Content Strategy | Videography & Video Editing | Copywriting & Press Releases | Social Media | Email Marketing | Audience Insights | Community Engagement | Cross-Functional Collaboration | Client Management | Analytics & Reporting

Platforms & Tools

Sprinklr | Airtable | Meta Business Manager | Khoros | Google Analytics | Mailchimp | Constant Contact | Jira | SEMrush | Later | Hootsuite | Monday.com | Canva | Adobe Express | CapCut | Descript | MealViewer | Instagram | Facebook | YouTube | Twitter/X | Myspace | Reddit

Work Experience

Founder | Digital Marketing Manager & Strategist

Jan 2023 - Present

Cherie Moore's Marketing Studio, formerly Inner Glow Social LLC

- Develops integrated marketing strategies and manages campaigns across social media, email, web, video, events, and community engagement for B2B and B2C clients in multiple industries.
- Supports Dental Service Organizations and dental providers, traveling to national conferences to capture and edit photography and video for digital campaigns and social platforms.
- Creates articles, executive thought leadership, brand-awareness campaigns, and educational and promotional content across LinkedIn, Instagram, Facebook, YouTube, and Twitter/X while advising clients on platform topics and messaging.
- Served as Marketing Manager for client Atlanta Public Schools Nutrition Services, leading department-wide marketing across 72 schools during its transition to self-operated food service.
- Connected student feedback, digital content, family communications, events, partnerships, and earned media in a strategy that helped support 9–13% monthly participation growth by school.

Social Media Support Manager

Oct 2022 - Jul 2023

Wise, Austin, TX

- Developed and led a team of 24 social support professionals across multiple markets.
- Improved First Touch Resolution by 22% and reduced Issue Escalation Rate by 14%.
- Achieved a 39% reduction in response time while maintaining service and quality expectations.
- Monitored audience sentiment and digital conversations to support communication efforts.
- Collaborated with cross-functional teams to improve messaging and digital support experiences.
- Produced internal communications and content resources supporting operational consistency.
- Maintained high publishing and communication standards across customer-facing channels.

Social Media Manager*Jul 2021 - Jan 2023***Cognizant Technologies (Netflix Project), Atlanta, GA**

- Supported multi-market campaign execution across five Netflix channels reaching more than 7 million followers.
- Coordinated approved campaign assets, editorial calendars, publishing schedules, and channel workflows using Airtable.
- Used Sprinklr for Instagram and Twitter/X publishing, community engagement, brand monitoring, social listening, sentiment analysis, and reporting.
- Edited and optimized video and multimedia assets for platform-specific formats while collaborating with editorial, creative, publishing, talent, and regional teams.
- Supported The Adam Project's 25-day Latin American rollout; selected public posts across supported channels generated 5.5 million video views and more than 321,000 visible reactions and likes.

Freelance Digital Marketing Manager*Jan 2020 - Dec 2020***AKO App, Manhattan, NY**

- Developed content and member-acquisition strategies positioning AKO as a go-to marketplace for lifestyle, art, and fashion brands seeking greater exposure.
- Drove 12% month-over-month membership growth from an initial base of 45 creatives through targeted content, creator outreach, editorial features, and in-person promotion.
- Planned and managed promotional activations at Artscape and other creative-industry events and venues, coordinating event marketing, brand visibility, audience engagement, and member recruitment.
- Created creator spotlights, articles, images, infographics, and social content communicating the value of paid membership.
- Managed content through Later and Hootsuite while leading interns responsible for research, content development, talent discovery, and creator outreach.

Email Marketing Support Specialist*May 2016 - Oct 2019***MailChimp, Atlanta, GA**

- Supported marketers across email, social, and digital platforms to create, edit, schedule, troubleshoot, and optimize campaigns and automations.
- Assisted with custom-coded email campaigns, landing pages, audience segmentation, publishing workflows, reporting, and campaign performance.
- Managed customer support and engagement across Facebook, Instagram, and Twitter/X, using Jira to document, track, and escalate complex platform issues.
- Contributed to a weekly internal newsletter featuring process documentation and operational updates while producing recurring communications and reports for stakeholders.

Education**Master of Science | Western Governors University***2023 - 2025*

Marketing, Digital Marketing Specialization

Bachelor of Science | Western Governors University*2019 - 2021*

Marketing Management

Certifications**Sprinklr | Sprinklr Community Manager Pro***Nov 2023***Sprinklr | Sprinklr Campaign Manager Pro***Nov 2023***Udemy | The Complete Twitter Marketing Bootcamp Certification***Sep 2021***Udemy | Social Media Marketing- Content Marketing Masterclass Certification***Aug 2021*