

212 Westwood Drive
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Shay Bradley

Digital Marketing Specialist

SKILLS

CMS Management, Email Sending Platforms Management, Adobe Suite, Copywriting & Editing, Editorial Calendar Management, Content Strategy

EXPERIENCE

CVS Health/ Wellvana, Remote — *Digital Marketing Specialist / Event Communications Specialist*

FEB 2023 - PRESENT

- Create and maintain content and websites in multiple brands
- Create and manage editorial calendar and event marketing campaigns, **increasing attendance by 25% from 2022 to 2024**
- Managed website redesign project and launched new event app
- Develop templates used company-wide to align event branding and messaging with company objectives
- Collect user feedback and analyze data to measure campaign success, identify areas for improvement
- Cultivate strong vendor relationships and manage the sourcing and use of promotional swag

Longbridge Financial, Remote — *Marketing Coordinator*

APRIL 2022 - FEB 2023

- Managed ongoing marketing needs for approximately 130 loan officers, **increased division capacity by 117% over 10 months**
- Created and executed all marketing processes for the National Field Sales (NFS) Division
- Created and managed 50 loan officer webpages; launched and managed company swag store and monthly staff budgets
- Developed engaging content in brand with strong call to actions to drive sales and lead generation; managed content library of over 100 compliant social media posts
- Led weekly trainings for NFS new hires on marketing processes and update meetings for division leadership

Park Community Credit Union, Louisville, KY - *Marketing Assistant*

SEPT 2020 - APRIL 2022

- Managed website redesign project and new banking app launch, created and maintained website and social media content
- Executed promotional campaigns in partnership with design agency; Presented monthly marketing campaign progress to branch managers
- Monitored and responded to all reviews for 15 branches
- Planned and executed 1-2 branch openings annually

EDUCATION

University of Louisville, Louisville, KY

B.A. English & History
Aug 2014- May 2018

Google Certificate- User Experience Design

Completed 2024