

Calee Gardner

801-900-1919 • Wesley Chapel, FL • caleegardner@gmail.com

EXPERIENCE

The Avenue Shops

Pleasant Grove, Utah & Remote

Marketing & Social Media Manager/Head Graphic Designer

March 2021 – December 2022

- Led content creation strategy of Instagram and Facebook marketing earning over 33K views, 9,000+ impressions and gaining 866 new followers
- Leveraged social media analytics on Instagram and Facebook to advise marketing strategy, present digital growth dashboards, and increase social engagement by 108%
- Managed 2,500+ product listings on ecommerce platforms including Shopify, adjusting descriptions, quantities, and tags for optimal sales
- Provided 175+ unique weekly graphics created on Adobe Illustrator to be used by 500+ boutiques across the United States as well as additional graphics for sales events, holidays, and company needs
- Utilized Adobe Lightroom and Photoshop to refine digital assets for distribution and marketing team use

ThinkTank Theatre

Tampa, Florida

Freelance Digital Marketing

March 2022 - Current

- Spearhead Mailchimp email marketing campaigns, highlighting company promotions and updates: improving open and click rate by 33%
- Curate biweekly posts, copy, and graphics fitting to brand persona for Facebook, Instagram and Twitter Interacting daily with followers on all platforms increasing engagement and followers by 30%
- Compile monthly content schedule and analytical dashboards to present to CEO outlining growth, providing brand marketing strategies, and highlighting top performing posts on each platform

The House Lars Built

Spanish Fork, Utah

Social Media Intern

September 2020 - December 2020

- Storyboarded, shot, and edited weekly video content for posting on Instagram (Reels/IGTV) and company blog based on market research of Instagram trends/trending audio to promote seasonal projects
- Organized and designed model and product shoots for social posts on all social platforms with over 214K Followers: including coordinating with models, makeup designers, and preparing shoot locations
- Planned scheduled weekly posts on Later content schedules for posts resulting in 116.3 K views

Miles Ahead Music

American Fork, Utah

Head of Social Media Management

February 2020 - August 2021

- Created brand style guides and organized branding photo-shoots coordinating 30+ participants, including photographers, teachers, instruments, lighting equipment and students/models
- Lead and executed website and social account re-design including the creation of a clear brand style guide: colors, logos, fonts, and tone guidelines catered to company goals/client persona
- Designed and managed monthly web ads on Google Ads and Meta/Facebook business suite to increase customer inquiries/sales; using analytics data and client feedback to refine each new advertisement

EDUCATION

Brigham Young University | BFA Music Dance Theater | Minor in Communications

May 2020

SKILLS

Adobe Creative Suite | KineMaster Video | MailChimp | Mural/Trello/Basecamp/Slack | Box/Google Drive
Microsoft Office 365 | TikTok/Instagram/Facebook/Twitter/Pinterest/LinkedIn | Crimson Hexagon | Shopify
Wordpress/Square Space | Canva | Fluent in German