

Laura Bailey-Wickins

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FULL-TIME & FREELANCE EXPERIENCE

GrowthSpurt Strategies LLC

Virtual/Remote

Owner, Digital Marketer

8/2024 – Current

- GrowthSpurt Strategies provides personalized and measured digital marketing for small business owners, freelancers, solopreneurs, and small teams.
- Digital Marketing specializations: content marketing, content strategy, content development, digital marketing strategy, market research, social media strategy, social media marketing, copywriting, on-page search engine optimization, technical SEO.
- Writer, publisher, and content strategist for all SEO blog articles, top-funnel, mid-funnel, and bottom-funnel resources, long-form and short-form videos, social media copy for the agency's [Resource Center](#), [YouTube](#), [Instagram](#), and [LinkedIn](#).
- SEO long-form content and on-page copy yielded 967 impressions, 18 clicks, and a 1.9% average CTR in 3 months.
- Grew Instagram from 0 to 59 followers, 0 to 13 reels and posts, 0 to 113 content views, and 68 profile views in 3 months.
- Grew YouTube channel from 0 to 4 videos published, and 0 to 42 views in 3 months.
- Grew LinkedIn from 0 to 479 impressions, 7 reactions, and 2 comments on all content in 3 months.

New York Film Academy

Marketing Coordinator

Virtual/Remote

6/2021 – 9/2024

- Produced the school's episode on [Season 9 Episode 2 of the Amazon Prime series The College Tour](#); created landing page (nyfa.edu/collegetour); planned and coordinated cross-campus watch parties
- Managed and wrote copy for outbound marketing emails to subscribers; grew email database from 869k to over 1+ million subscribers with 131k new subscribers (a 122% increase in subscribers YoY from 2021-2022)
- Wrote dozens of blog articles and press releases featuring new partnerships, strategic initiatives, and new program announcements
- Created landing pages, email, and online digital content with the admissions team for recruitment events and open houses; generated interest and lead generation among prospective students
- Led the migration of legacy email processes to automated marketing and CRM systems (Marketo, Account Engagement, and Salesforce); created PPC landing pages and email templates
- Created and launched a Princeton Review Newsletter Ad campaign to promote the School of Game Design, which resulted in a 39% open rate, 4.7% click rate, and 11.8% CTO rate based on 46,828 unique delivers
- Work closely with Admissions and Enrollment teams to create email and admissions-based promotion materials to market Open Houses, regional events, and online events to prospective students; support overall enrollment goals
- Launched email marketing campaign and landing pages following NYFA's new brand refresh; migrated all email marketing to incorporate a new logo, color palette, icons, and text font; launched email announcements, managed site support

Digital Marketing Agency

Freelance - SEO Copywriter

Virtual/Remote

4/2021 - 6/2021

- Maintained a content calendar for the client's two retail blogs, including article topics and SEO keywords; leveraged as a central timeline
- Curated a list of keywords to incorporate in other media, including negative keywords, based on competitiveness, monthly volume search traffic, and difficulty scores
- Wrote monthly articles for the client's two retail blogs, tailored for better SERP rankings and local search competitiveness

Animation Production Studio

Freelance - Consultant

Virtual/Remote

2/2021 - 6/2021

- Scripted, edited, and narrated (5) 10-20 minute videos on the subjects of Google Analytics campaign tracking, social media strategy, hashtag research, SEO keyword research, and social ads; videos uploaded privately on YouTube
- Met with a client over (6) one-on-one calls to work through client use cases and leverage practices provided in videos
- Provided client with critical education around social media and marketing reporting best practices

B2B SaaS Client

Freelance - Growth Marketer

Virtual/Remote

3 Months

- Drove marketing strategy for small B2B SaaS client with a focus on lead generation and content development; resulted in 198 website conversions across Q1 period, reaching 5+ pages per visit or landing page conversions

- Collaborated with freelance copywriters to develop and optimize content published on the website using SEO long-tail keyword research, curating content ideas and distribution strategy; drove a 738% increase in page views across Q1 and an overall decrease in bounce rates
- Reinstated social media channels, including weekly copywriting and visual development for social media posting, resulted in 10% of overall website conversions for Q1 and a 300% increase in LinkedIn-driven sessions

American Express

New York, NY

Marketing Manager

10/2019 – 10/2020

- Coordinated content creation and deployment across agencies in display media, affiliate and paid search marketing channels in support of US acquisition strategy
- Managed ongoing relationships across marketing strategy, compliance, and tech teams to ensure accurate reporting and development of new product launches in accordance with operations strategic direction; managed and distributed monthly newsletter visually showcasing team throughput volume in accordance with company SOPs and strategic KPIs
- Lead data-driven analysis of marketing campaign metrics for Q1 and Q2; presented to senior leadership a 10% increase in team throughput over Q2 as a result of strategic shifts in acquisition
- Drove rapport and managed relationships across legal, product marketing and tech teams to ensure marketing channels launched creative campaigns according to project timelines

Marketing Analyst

7/2018 – 10/2019

- Developed and supported inbound telemarketing and online chat marketing efforts to launch new products, special credit card offers, and channel capabilities; drove 16% of creative submission volume in accordance with company SOPs
- Project managed company-wide marketing initiatives, including an anti-gaming project to reduce complaint volume across new prospect applications
- Lead marketing training of the inbound telemarketing and the online chat channels in Sunrise, Florida; migrated 68% of ongoing projects to the team in the Florida office for incremental support and added capacity for the New York team

Blend360

New York, NY

Marketing Operations, Consultant

7/2017 – 7/2018

- Supported the development of inbound telemarketing and online chat campaigns for the client, American Express
- Developed and collaborated across product marketing, compliance, and technology teams to drive new prospect acquisition through new offers and creative campaigns
- Updated phone scripting used in the telemarketing channel for a reduction in call time and streamlined verbiage for faster time-to-market
- Collaborated on the migration of telemarketing phone scripts used in direct mail to an internal process, which replaced the client's outdated legacy system, resulting in speedier time-to-market with shorter turnaround across tech partners

Syracuse University, Martin J. Whitman School of Management

Syracuse, NY

Masters in Business Administration (MBA) in Marketing

8/2014 – 5/2016

Carnegie Mellon University, BXA Intercollege Degree Program

Pittsburgh, PA

Bachelor of Humanities and Arts (BHA) in Architecture & Film and Media Studies

8/2010 – 5/2014

Minor in Business Administration

SKILLS/STRENGTHS

Skills:

Filmmaking, Storytelling, Social Media, Digital Marketing, Inbound Marketing, Prospect Acquisition, Creative Advertising, Content Management, Asset Management, Campaign Management, Project Management, Campaign Execution, Project Management, Writing, Organization, Time Management, Team Management, Creative Development

Software/Applications:

Avid Media Composer, Adobe Premiere, Adobe Photoshop, Adobe Illustrator, Adobe Ahrefs Asana, InDesign, Marketo, Moz, Canva, Account Engagement, Hubspot, Salesforce, SEMRush, WordPress, Hootsuite, SproutSocial, Google Workspace, ChatGPT, Gemini, Microsoft Copilot, Ideogram, Napkin.ai

Memberships:

American Marketing Association (AMA)

Certifications:

Google Analytics (GA4)