

Mandi Webster-Martin

T: 253-686-0967

E: mandi.webster.martin@gmail.com

www.linkedin.com/in/mandiwebstermartin/

SUMMARY

Variety is the spice of life. I enjoy working on several different types of projects, from implementing and tracking a social media campaign to planning a product release party for hundreds of attendees. I am a task-oriented individual who excels at inbound and outbound marketing initiatives, web content curation and management, event logistics, and social media communications.

EXPERIENCE

Marketing & Social Media Manager, SiteCrafting, Inc.

Tacoma, WA — 2007-2016

SiteCrafting is a digital agency that excels at creating web-based solutions that make their clients more successful. From custom design and development to content strategy and user testing, SiteCrafting is well positioned to help any website grow. I managed both internal and external marketing initiatives, which included keeping the website full of fresh, relevant content. I measured the success of that content through Google Analytics and made adjustments through the website's content management system that adhered to SEO best practices. I worked with the design team, leadership team, and various web development teams to make sure the company's messaging was clear and consistent at every customer touch point. I maintained the company's reputation as a trusted guide through inbound and outbound marketing campaigns.

Accomplishments

- Oversaw company rebranding in 2014, which included scheduling team meetings with branding consultants and coordinating the design and purchase of new marketing collateral
- Assisted with the training and launch of hundreds of websites
- Led the marketing team that launched a smartphone app for nationwide wine touring and promoted the app at festivals and trade shows throughout WA and OR
- Planned client appreciation events for 100+ attendees, including venue selection, menu planning, guest invitations, event entertainment and staffing, and attendee gifts.
- Managed all aspects of creating and executing the SHIFT Awards: an event celebrating technology and innovation in the South Sound. Negotiated catering contracts, venue rental, award design, and event programs.
- Managed promotional efforts around the company's relocation to a new building in 2015. Produced open house event for 125+ attendees. Arranged media tours and press release distribution.
- Provided marketing and social media support for the launch of GearLab, a state of the art user experience and design research lab

Marketing Chair, RAGS Guild

Tacoma, WA — 2012-Present

RAGS is a juried wearable art competition and sale that benefits the YWCA Pierce County's domestic violence prevention and intervention programs. Produced entirely by volunteers, sponsors, and underwriting donations, RAGS offers guests an opportunity to view and acquire fabulous handmade clothing, jewelry and accessories created by artisans from across the country. I work with the Marketing Committee to determine a theme for each year's event and work with graphic designers on the creation of marketing collateral. I coordinate advertising buys and arrange for additional press coverage through print, television, and online campaigns. Maintain social media presence before, during, and after the event to increase customer engagement.

Accomplishments

- Worked with Guild members to raise over \$300,000 in 3 years
- Launched and maintained an e-commerce system for tickets and donations
- Planned and executed a social media campaign that increased customer reach by 90%

EDUCATION

University of Washington, Seattle
Certificate in Marketing Management
2012

University of Washington, Tacoma
BA - Arts, Media, and Culture
2001-2003