

MARY HELEN TERRY

Digital Marketing Strategist

Personal Profile

Digital Marketing Strategist with over 5 years of experience in the digital marketing world.

Technical Skills

- Digital Marketing
- Paid Media Campaigns
- Google Ads Certified
- Google Analytics Certified
 - GA4 Experience
 - Looker Studio
 - Supermetrics
- Google Tag Manager
- Facebook Ads Manager
 - Reddit Ads
 - LinkedIn
 - Unbounce
 - Mailchimp
- Constant Contact
- Digital Media Planning
 - Programmatic Ads
 - SEO
 - WebCEO

Contact Information

Phone: (205) 837-9879

Email: maryhelenterry2@gmail.com

Social Media: @maryhelenterry

Professional History

DIGITAL MARKETING STRATEGIST

Mighty Citizen | March 2023 - Present

- Create and implement multi-channel digital marketing campaigns
- Develop systems and processes to build a Digital Marketing Department
- Optimize and monitor paid media campaigns
- Monthly / quarterly full scale analytics reports
- Cultivate digital marketing strategies for clients across different industries
- Help conduct digital marketing audits of client's overall website and marketing efforts
- Cross department collaboration to create deliverables for our clients
- Strategize new digital marketing efforts and present to clients

DIGITAL ADVERTISING SPECIALIST

Uptick Marketing | January 2022 - March 2023

- Create and manage digital advertising campaigns on multiple platforms
- Monitoring 75+ clients on a weekly basis
- Google Ads, Youtube, Facebook + Instagram, LinkedIn, and various programmatic platforms
- Work with Google Tag Manager and Google Analytics for in-depth analysis and conversion tracking
- Client facing to discuss KPI's and how to better optimize their campaigns
- In-depth optimization for highest ROI
- Create and pitch strategies for clients to ensure they achieve their goals

MARKETING AND EVENTS COORDINATOR

Sozo Children | December 2020 - January 2022

- Cultivate relationships with major donors to keep them engaged with our organization
- Ensure marketing strategy is reflecting organization's brand
- Write copy for social media posts, newsletters, and letters to major donors
- Oversee and implement overall marketing strategy for organization
- Coordinate all fundraising events; 5k race, galas, golf tournaments
- Implement and track PPC and social media campaigns
- Assist with email campaigns on CRM platform

ASSISTANT MEDIA PLANNER

Intermark Group | October 2018-December 2020

- Initial point of contact for vendors and clients, providing support for media planners and buyers with media planning, POV decks, and overall digital media responsibilities
- Executed digital buys on all major platforms (Google Ads, YouTube, Facebook/Instagram, etc.)
- Tracked and reported on digital campaign's progress (PPC, Programmatic, Social, YouTube, etc.)
- Created media plans to execute digital buys and hit target KPIs
- Created newsletters for various clients to showcase updates on current events, campaigns, and other media

Academic Background

UNIVERSITY OF ALABAMA

Bachelor of Arts | Communication Studies

- Completed research study of how social media networking sites affects interpersonal relationships using SPSS Statistics Software