

# REBECCA JANE CURETON

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A: Philadelphia, PA

## MARKETING & SOCIAL MEDIA

### PROFESSIONAL SUMMARY

Creative Digital Marketing professional experienced in coordinating and implementing online promotion strategies & team management. Expertise in marketing campaign development with a proven history of stellar industry performance and leadership skills.

### WORK EXPERIENCE

#### **Aliya Hammond Consulting, Remote – Social Media Manager • 01/2019 - PRESENT**

- Create and schedule content on bridal and home design accounts
- Create strategies for more engagement on account platforms
- Praised for quality and fast turnaround of graphic design for AHC blogs.

#### **RE/MAX Main Line, Paoli Office - Digital Marketing • 03/2018 - PRESENT**

- Direct efforts to enhance digital programs and marketing strategies
- Provide digital marketing solutions and training to RE/MAX ML agents
- Oversee and improved Property Management maintenance and procedure

#### **Arden Theatre Company - Marketing Manager • 04/2016 - 04/2018**

- Managed and Tracked social media advertising dollars with budgets up to \$15,000 and profits exceeding \$30,000, while increasing patron engagement online and awareness
- Received raise in recognition for outstanding work in digital and creative content
- Participated in rebranding, direct mail campaigns, subscription and ticket sales initiatives
- Spearheaded video production for digital marketing with a talented team of 6 interns to create in-house content related to the company's programming.
- Served on Apprentice Search Committee & Managed 6 apprentices annually

#### **Theatre Ariel – Business & Marketing Manager • 01/2015 - PRESENT**

- Coordinate digital marketing collateral for season launches, including website, e-mail marketing, season graphics, and digital content
- Supervise online ticketing platform and sales, plus new virtual salon platform (Zoom)

#### **Villanova Theatre - Marketing Assistant • 08/2014 - 05/2016**

- Granted Fellowship position for excellence demonstrated in arts marketing
- Designed new logo and improved quality of graphic content for marketing
- Co-led web rebranding, season art selection, and subscription campaigns
- Boosted use of for digital marketing of Theatre shows and Graduate program

#### **Hedgerow Theatre Company - Marketing & Box Office Manager • 12/2010 - 09/2016**

- Supervised all digital and print marketing collateral for season launches
- Orchestrated and implemented rebranding of company and digital content
- Developed Group Sales Division for theatre production sales
- Introduced the creation of promotional videos & video production for marketing

### EDUCATION

#### **Villanova University**

Villanova, PA • 2016

#### **Master of Arts:** Theatre

- Marketing Fellowship
- Nonprofit Management Certificate
- Honored with "Distinction"

#### **Loyola University Maryland**

Baltimore, MD • 2010

#### **Bachelor of Arts:** Classical Civilization, Art History

- Member of Eta Sigma Phi
- Graduated with 3.4 GPA
- Member of The Honor's Program
- Dean's List Freshman Year
- Member of The Improv Club

### SKILLS

- Facebook Blueprint Certification
- Hubspot Social Media & Inbound Marketing Certification
- Adobe Cloud, Acrobat & Adobe Creative Suite
- Email Marketing Automation
- Supervisory Experience
- Microsoft Office Suite
- Basic HTML skills, web layout
- Google Drive, Google Docs
- TREND/BRIGHT MLS proficiency
- Highly proficient in CRMs
- Video Production
- HubSpot Marketing & Advertising
- Facebook & Google Ads
- Social Media & Scheduling: Later, Planoly, Buffer, Asana, Slack
- Excellent Time Management
- Excellent Leadership & Communication Skills