


VALERIE SPEARS

CONTENT MARKETING EXPERT

CONTACT

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-  Fort Worth, TX

SKILLS

Copy Writing & Editing

Content Planning & Strategy

Social Media

Email Marketing

Digital Marketing

SEO

EDUCATION

B.S. Mass Communication - PR/Advertising
Texas Wesleyan University

2013-2015

Graduated Cum Laude
Secretary of the International Association
of Business Communicators

CERTIFICATIONS

Content Marketing
HubSpot May 2023

SEO
HubSpot April 2023

Google Analytics
Google July 2022

WORK EXPERIENCE

Senior Content Manager & Writer

Texas Wesleyan University 2022-Current

- Develop, implement and promote a comprehensive content strategy for the University
- Create relationships with departments across campus to discover the community's unique stories
- Research, interview and use that content to be the University's storyteller
- Collaborate closely with AVP, director of marketing, director of public relations and social media committee on key messages and marketing strategies
- Copy write for advertising campaigns, including emails, print materials, commercials and more
- Assist in creation and implementation of integrated social media strategies
- Work with student workers to gather content
- Create content calendar for promotion of University through several mediums
- Manage the University's voice and tone
- Use SEO research to create content

Senior Marketing & Communications Specialist

Texas Wesleyan University 2020-2022

- Worked with the CRM (Slate) to create and manage email campaigns
- Developed new marketing campaign strategies
- Used HTML knowledge to create modifications to email design
- Monitored CRM effectiveness and create reports to distinguish successful campaigns
- Launched and managed the Artificial Intelligence chat and texting bot
- Lead team in process of switching CRMs
- Wrote SEO articles, emails and advertising copy
- Assisted with managing social media and website
- Served as a secondary to the digital marketing manager, including assistance with Google Ads and Facebook Ads
- Trainer for the team for writing in brand voice and tone

Public Information Officer

The City of Grand Prairie, TX 2016-2019

- Wrote articles, press releases and advertising copy
- Designed billboards, digital signs, marketing materials, e-newsletter and social media advertisements
- Participated in marketing campaigns for various departments
- Updated and created content for website using Vision CMS
- Created and maintained social media accounts and advertising, including Facebook, Twitter, Instagram, NextDoor and Google
- Provided customer service to residents by answering questions through phone calls, emails and social media accounts
- Assisted with coordinating and photographing city events

Student Editor-In-Chief

The Rambler Media Group 2015

- Wrote and edited articles for print and website
- Managed team for development of projects
- Planned, assigned and created a budget of stories
- Conducted regularly scheduled meetings
- Designed website and newspaper layout
- Increase social media followers over 400%
- Architect of brand redesign to create better awareness