

# VALERIE LEHR

Weston, MA | 207-620-6685 | valerielehr26@gmail.com | [www.linkedin.com/in/ValerieLehr](http://www.linkedin.com/in/ValerieLehr)

## SKILLS

**Leveraging Data:** Proficient in showing campaign value and making campaign optimization recommendations through ROI reports from Google Analytics and Google Ads. Experienced in tracking on-site tools with Google Tag Manager. Familiar with using Google Search Console and Bing webmaster tools to ensure SEO value and optimized user experience. Received Google Ads & Google Analytics certifications

**Workplace productivity software:** Familiar with Slack, Asana, Monday.com, and tasking in Jira. Experienced with Sprinklr and creative working familiarity with MS Office, Excel, and PowerPoint. Social media asset production and scheduling experience with Canva, Later, and Storrito. Working Experience with Adobe Creative Suite.

## EDUCATION

**University of Massachusetts Amherst**

May 2021

*Bachelor of Arts*, Major in Communication

Cumulative GPA: 3.5/4.0

## EXPERIENCE

**Marketing Coordinator, GM2 Associates, Medford MA**

Nov 2022 – *Current*

- Manages social media presence and content on LinkedIn. Utilized social media analytical data and metrics to measure effectiveness and designs new, engaging content.
- Drafts proposals and reports based on RFQs from municipalities and agencies. Travels to and photographs sites for said proposals.
- Routinely maintains a company wide marketing database and works closely with Marketing Director and colleagues to streamline marketing materials and documents across offices. Liaisons between marketing team and staff members to ensure staff member resumes, certifications, and project descriptions are up to date for proposal submissions.

**Digital Marketing Account Coordinator, C-4 Analytics, LLC, Wakefield MA**

July 2021 – Aug 2022

- Served as daily point of contact for portfolio of clients while liaising with solutions teams to manage projects from start to finish. Utilized Jira to task deliverables from creation to close in a timely manner.
- Regularly created and delivered client facing reports around campaign performance, campaign optimization recommendations, and deliverables for a variety of digital marketing channels as a part of larger full-funnel strategies. These channels include paid search, paid display, paid social campaigns, reputation management, and on-site SEO optimizations.
- Ensured that all external assets are compliant and approved by clients. Worked with third party website providers and vendors to ensure that website strategies are carried out.

**Student Communication Team Member, Smart About Money, Amherst MA**

Sep 2020 – May 2021

- Worked closely with the communications team to create social media marketing strategies that best informed students of financial literacy materials and resources on campus.
- Designed Instagram tiles, paper promotional materials, as well as informational brochures on financial literacy topics such as credit, budgeting, and student loans.
- Utilized scheduling assistant Later to evaluate social media analytics and post hashtags, captions and the most engaging content accordingly.

**Business Owner, Benjamins Bees Honey, Amherst MA**

Dec 2018 – Nov 2020

- Promoted products on social media, at farmers markets, and on digital commerce websites to maximize brand identity generate product acquisitions. Established and identified prices of various honey products.
- Designed product labels and marketing materials for both online and Farmer's Market sales.

**Peer Financial Advising Coach, Smart About Money, Amherst MA**

Jan 2019 – Sep 2020

- Worked closely with students to advise and educate them in the areas of Financial Goal Setting and Planning, Banking basics, Budgeting, Credit and Debt Management education, and preparing for post grad-life.
- Assisted in preparing and leading financial wellness presentations for an array of student groups on campus.

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- Designed and posted marketing material on Instagram. Researched topics surrounding financial wellness initiatives and social media marketing efforts.

**Digital Marketing Intern, Santander Bank US, Boston MA**

**July 2020- Aug 2020**

- Became conversant in and executed on the voice and tone of a brand through contributions to Santander's content and social marketing efforts. Worked closely with Brand Team to research different target markets and advantageous methods to engage consumers on different social media platforms.
- Participated in the creative development process with both internal and external agencies. Used data and measurement of brand awareness and applied understanding to numerous internal projects.