

# Mercedes E. Bleth

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**Trained photojournalist turned digital marketing content creator passionate about creative storytelling and developing strategic relationships. Experience in translating business objectives into engaging social media campaigns. Proven leadership and communication skills and talent for combining visuals to develop brand identity.**

## **umano | Digital Marketing Manager**

**August 2016-present**

- Responsible for content marketing strategy and execution of optimized digital media
- Increased Instagram audience 20% and Facebook audience 12% in six-month period
- Experience translating creative concepts into successful campaigns that support key e-commerce goals
- Developed relationships with diverse, strategic partners and outside agencies and managed social media influencers
- Managed brand voice and aesthetic across four social media platforms, blog, email, and Facebook ads
- Coached team members and managed 5 continually rotating semester interns by setting clear expectations and managing multiple schedules and deadlines. Each set of interns brought diverse situations that innovated leadership style
- Led cross-functional communication between teams to ensure timely deliverables and strategic alignment
- Accountable for managing complete process of creating and coordinating smart content that engages consumers
- Ability to create visual layouts and storytelling boards that deliver unique, cohesive content tailored to specific platforms
- Worked directly with CEO to realize brand vision, develop target market personas and report analytics

## **umano | Social Media and Photography Manager**

**May 2016-August 2016**

- Quickly gained deep understanding of brand and products and translated knowledge into content marketing strategy
- Managed social media communities, coordinated posts and analyzed data to optimize performance and key objectives
- Executed brand vision by creating and curating on-brand, original content for social media platforms
- Orchestrated photo shoots from conceptualization, model selection, styling, locations to shooting and editing

## **Greenheart Travel | English Teacher in Turin, Italy**

**January 2016-May 2016**

- Overcame cultural and language barriers to teach English to over 350 students at two elementary schools
- Designed curriculum combining photography and English lessons in a fun and creative environment

## **umano | Photography Intern**

**August 2015-December 2015**

- Worked independently and collaboratively in fast-paced environment for brand featured on ABC Shark Tank Nov. 2015
- Brainstormed campaigns with marketing team, created concepts and implemented goals into photo shoots
- Created photography asset organizational system in Dropbox

## **Camp Androscoggin | Photographer and Counselor**

**Summer 2015**

- Photographed, designed and produced final camp yearbook while acting as "bunk mom" to 12 nine-year-olds and photo counselor to over 250 campers
- Managed relationships with outsourced PR and social media agencies

## **The Red & Black | Chief Photographer**

**January 2015-May 2015**

- Photographed front page, showcase and web gallery assignments for the independent student news organization

## **Urban Outfitters | Freelance Blogger**

**Spring 2015**

- Hired by Content Director, published article titled "About A Girl: 5 To Watch In Athens" on UO Blog in May 2015

## **Education**

### **B.A. Journalism | University of Georgia | Dec 2015**

Grady College of Journalism and Mass Communication,  
Magazine and Visual Journalism Emphasis  
Travel Writing in Prague, Czech Republic May 2015

### **Grady Undergraduate Curriculum Committee**

Selected Student Representative | 2014-2015

### **National Press Photographers Association**

Member | 2014-2015

### **UGA Red Cross**

Board Member, Executive Recruiter | 2012-2015

## **Skills + Quirks:**

Photoshop, Lightroom, Premiere Pro, talking to strangers, Hootsuite, Iconosquare, obsessive file organization, verbal and written communication, Facebook Analytics, Google Analytics, Google AdWords, road trips, presentation skills, Facebook, Instagram, drinking black coffee, attention to detail, Pinterest, Snapchat, copy editing, blogging, championship Irish step dancer, wannabe hiphop dancer, self-motivated stuff starter