

VANESSA CORREA

MARKETING AND COMMUNICATIONS



Takoma Park, MD



407.716.6026



correavanessav@gmail.com



vanessatheeditor.com

I am a driven, open-minded, and successful Manager with a strong commitment to being effective individually as well as on a team. I have more than seven years of progressive experience in content creation and marketing. I am creative and strategic in building user experiences that refine the brand, grow the audience, and convert users into ambassadors.

EXPERIENCE

PROGRAM MANAGER, COMMUNICATIONS | AUGUST 2016-APRIL 2017

GLOBAL TIES U.S. | WASHINGTON, D.C. | GLOBALTIESUS.ORG

- Manage creation of website content, updating static pages and choosing stories for the news blog, positioning Global Ties as a thought leader in our field, garnering increased mind share. Identify existing content to be re-purposed in other channels/areas.
- Execute email marketing campaigns that increase site traffic, social media followers and engagement, event registration, and brand awareness, contributing to stable growth in each channel, week over week, month over month, and year over year.
- Maintain oversight of all social media (Facebook and LinkedIn pages, Twitter, YouTube, Instagram, and Flickr accounts), managing Communications Associate and Intern in targeted campaigns, i.e. hashtag use, shareable graphics, and social video.
- Write and design print marketing materials—one-pagers, brochures, program books, etc.—for distribution before or at events, supporting the team effort to obtain sponsorship, increase donations, and gain new business partners for the organization.
- Coordinate with video production companies—script writing, identifying shooting locations, selecting stock images and b-roll, coaching on-camera actors or staff—resulting in content that gains a high amount of views, shares, and engagement.
- Control licensing process to maintain brand integrity and ensure compliance with brand-raising guide, assisting licensees to obtain domains and redesign websites, strengthening the Global Ties U.S. brand of public diplomacy and exchange programs.

SENIOR EDITOR | JUNE 2014 - JULY 2016

GENERAL CONFERENCE OF SDA | SILVER SPRING, MD | GCYOUTHMINISTRIES.ORG

- Performed final edit of all resources used to coordinate worldwide youth ministry, including new/reprinted books, e-newsletters, workbooks, brochures, and yearly reports that served as professional development tools for church employees and volunteers.
- Created and executed web content strategy on department website, creating or deleting pages, reorganizing navigation, writing/editing copy, files, images, and video, increasing traffic, time on site, page views, file downloads, and reduced bounce rate.
- Worked independently/unsupervised as social media manager. Increased Twitter followers by more than 400% in 12 months, increased YouTube subscribers nearly 700% in less than 24 months and increased MailChimp subscriber list by 41% in 12 months.

EDITOR | APRIL 2012 - MAY 2014

XULON PRESS (SALEM MEDIA GROUP) | MAITLAND, FL | XULONPRESS.COM

- Increased quality and sales of a la carte editorial services (sold separately from self-publishing packages) by writing manuscript reviews, jacket copy, and metadata descriptions, completing full manuscript edits, and coaching authors as needed.
- Strengthened brand awareness by writing company blog posts and engaging authors in the comments sections, writing press releases, and drafting scripts/storyboards for book trailers (movie trailers, but for specific titles or authors), all in English and Spanish.
- Translated marketing materials, website copy, and blog posts from English to Spanish, increasing sales of publishing packages to non-English speakers and broadening Xulon's share of the Latino market in the U.S.



EXPERTISE

Ad Copy, Blog Writing, Comprehensive Editing, CMS, CRM, Email Marketing, HTML, Press Copy, SEO, SEM, Social Media Strategy, Spanish Translation, Web Content Development and Strategy

SKILLS

Windows 10 Office
macOS iWork
Adobe Suite
G Suite
Hootsuite
Salesforce
Sprout Social
Wordpress
SquareSpace

EDUCATION

M.S. Publishing
Digital and Print Media
New York University

B.A. English, Writing Emphasis
B.A. Spanish for Translation
Andrews University