

VANESSA CORREA

MARKETING AND COMMUNICATIONS



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vanessatheeditor.com

Communicating is both an art and a science. As personal interaction and business growth have moved online, the result is people like me who have discovered the nuances of overlapping editorial and marketing. By consistently finding just the right way to transmit branding and tone via all touch points, I position my organization solidly within its sector while pulling in new followers, customers, and supporters from unlikely places.

EXPERIENCE

CONTENT MARKETING SPECIALIST | CURRENT **MOSAIC | CHEVERLY, MD | MOSAIC.BUZZ**

Reporting to the Vice President of Marketing, I have an active role in developing the MOSAIC brand and marketing strategy, to include creating internal processes and choosing marketing tools. I currently serve as the content writer on a team of six, providing web copy, blog copy, video scripts, marketing collateral, email marketing and social media content. Lastly I perform quality control on deliverables for the company and its clients, as well as its sister companies, Mosaic Learning and Mosaic Express.

PROGRAM MANAGER, COMMUNICATIONS | AUGUST 2016-APRIL 2017 **GLOBAL TIES U.S. | WASHINGTON, D.C. | GLOBALTIESUS.ORG**

- Executed digital marketing to include web copy, blogging, social media management, and email marketing campaigns in order to establish thought leadership, increase reach and engagement, support professional development of the membership, and market relevant events hosted by the organization or its partners.
- Managed creative process for marketing collateral and communications materials, both digital and print, liaising with third party vendors to complete final deliverables including promotional videos, member newsletters, event footage and photography, etc.
- Served as brand manager, performing QC on all organization materials to ensure compliance with brand-raising guide and on-boarding new brand licensees.

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

Office 2016
iWork 2016
Adobe Suite
G Suite
HubSpot
Salesforce
Sprout Social
WordPress

EDUCATION

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

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

PROFILE

MBTI: ENFJ
HBDI: 3111/CBDA
Gallup: Activator, Relator, Individualization, Achiever, Communication