

# 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. I consistently find just the right way to transmit branding via all touch points, positioning any company solidly within its sector while pulling in new followers, customers, and supporters from unlikely places.

### **CONTENT MARKETING SPECIALIST, MOSAIC** HYATTSVILLE, MD | AUGUST 2017 - MARCH 2018

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

### **PROGRAM MANAGER (COMMUNICATIONS), GLOBAL TIES US** WASHINGTON, D.C. | AUGUST 2016 - APRIL 2017

- 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, GENERAL CONFERENCE OF SDA** SILVER SPRING, MD | JUNE 2014 - JULY 2016

- 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 reducing 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.

### **BILINGUAL EDITOR, XULON PRESS (SALEM MEDIA GROUP)** MAITLAND, FL | APRIL 2012 - MAY 2014

- 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.



## EDUCATION

**NEW YORK UNIVERSITY**  
M.S. PUBLISHING  
Digital and Print Media

**ANDREWS UNIVERSITY**  
B.A. English, Writing Emphasis  
B.A. Spanish for Translation

## 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

## EXPERIENCE CONTINUED

### **WEB CONTENT EDITOR, FEEDING CHILDREN EVERYWHERE** LONGWOOD, FL | FALL 2011

In this temporary position I revamped the organization's website copy, which included doing research on hunger facts, then transposing the facts into language that would resonate with donors and volunteers, crafting effective CTAs (donations, volunteerism, and events). I also helped them to update and organize their Salesforce account, write letters and marketing materials, and led out during food packaging events.

### **WEB CONTENT MANAGER, SDA LANGUAGE SCHOOL** SEOUL, SOUTH KOREA | JUNE 2010 - AUGUST 2011

In this contract position I worked independently to interview, select, and process all new hires who attended orientation held every two months. Due to rolling application, I typically worked with 75+ applicants at any given time to adequately staff 40 nationwide branches of the privately owned English language institute.

Every 8 weeks I needed to make sure there was an incoming replacement for every teacher leaving the country at the end of his or her contract. I thereby held a dual role as the project lead on updates to the company's recruitment website. I worked with a team of Korean designers and developers to improve all copy, images, and video on the site. I used it in conjunction with the company's social media accounts to steadily grow the pool of applicants from countries eligible for the E2 visa.

### **SEM MANAGER, AJMADISON.COM** BROOKLYN, NY | SPRING 2010

In this temporary position I worked independently with the company's Google AdWords account to lower the weekly cost of advertising while improving ad results, reporting directly to the owner. I adjusted keyword bids, refined keyword lists, tested and improved ad text. As needed, I commissioned new landing pages from the developers to replace any that were broken or ineffective, increasing click through rates and decreasing bounce rates.

### **MARKETING INTERN, TIME MAGAZINE** NEW YORK, NY | SUMMER 2009

I attended NYU full time during the Spring and Fall semesters of 2008 and 2009. This left my summers free to gain hands-on experience. At 40 hours a week I worked directly with the VP for Marketing and Marketing Directors of the Integrated Marketing team. I developed marketing collateral and advertorials using readership information from custom and syndicated research to grow the subscriber base of targeted print content in TIME Style & Design, TIME Wellness, and TIME Business.

### **WRITER AND EDITOR, SDA LANGUAGE SCHOOL** SEOUL, SOUTH KOREA | OCTOBER 2006 - OCTOBER 2007

Shortly after I arrived in South Korea to teach English at this 500+ national company, the leadership transferred me to the Editorial Office based on my degree in writing. I worked directly with a Korean Editor-in-Chief and four other Americans to edit/update the textbooks and workbooks then in use for adult students' daily classes.

Our team also co-wrote a new study textbook marketed to students who were preparing to take the OPIc Language Proficiency Exam. Lastly, we worked together on product design and packaging, images/illustrations within the books, audio and video production of supplementary curriculum materials and more. I also accompanied the EIC to the publishing house to review the production proofs before each print run.

## ASSESSMENTS

MBTI: ENFJ

Gallup StrengthsFinder:

Activator  
(Influencing)

Relator  
(Relationship Building)

Individualization  
(Relationship Building)

Achiever  
(Executing)

Communication  
(Influencing)

HBDI: 3111, CBDA,  
Extroverted

## HOBBIES

VOLUNTEERING

Manna Food

Montgomery County Parks

National Center for  
Children and Families

Montgomery County  
Coalition for the Homeless

PHOTOGRAPHY

DMV Area, Travel, Food

## SOCIAL

[pinterest.com/dmvnessa](https://www.pinterest.com/dmvnessa)  
[instagram.com/dmvnessa](https://www.instagram.com/dmvnessa)  
[twitter.com/dmvnessa](https://www.twitter.com/dmvnessa)  
[facebook.com/dmvnessa](https://www.facebook.com/dmvnessa)