

**Rosemarie W. Duke**  
[LinkedIn](#) | 804-690-5126 | [Portfolio](#)

**PROFESSIONAL EXPERIENCE**

*Social Lead, MOCEAN, Los Angeles*  
present

August 2021 -

- Create and manage innovative and engaging social media campaigns across various platforms
- Lead content and creative strategy for accounts that include [The Cheesecake Factory](#), [Wild Sage](#), [Bed Bath & Beyond](#), [The Wizarding World of Harry Potter](#), [Spectrum Originals](#), and more
- Oversee Community Managers and Creative Coordinators and ensure production timelines stay on schedule

*Social Media Manager, Semihandmade, Los Angeles*  
August 2021

Feb 2021 -

- Led content strategy for social media channels and blog [SemiStories](#) to align with overall brand identity for two brands: [BOXI](#) and [Semihandmade](#) while also managing influencer relationships and partnerships
- Planned and created visual and written content to implement an editorial calendar manage content and plan specific, timely marketing campaigns to facilitate brand development
- Identified and analyzed key reporting metrics for social to drive revenue by 50% on average MOM with both organic and paid social strategy

*Marketing Director, Gardenhouse, Los Angeles*  
2021

June 2018 - Feb

- As Marketing Director I wore multiple hats that included copywriting, social media, creative production, creative direction, and merchandising. In addition I led strategy and execution for integrated cross-channel marketing campaigns that resulted in 100% growth YOY for social media, revenue, and market penetration.
- Organized, forecasted, and tracked yearly and quarterly budgets; Oversaw 15 part-time employees, 2 full time employees, and freelancers
  - Directed brand vision and creative strategy across digital and retail channels
  - Launched, co-designed, and managed [Domcbd](#), [Dampen](#), [Futureweed](#), [Calavera](#), and [Gardenhouse](#) websites

*Founder, 70sWorship, Los Angeles*  
present

January 2019 -

- 40K+ interior design influencer, community manager, graphic designer, creator, copywriter
- Build and develop blog, affiliate marketing, and brand partnerships with completely organic growth tactics

*Communications Manager, Nestlé, Los Angeles*  
May 2018

Sept 2017 -

- Managed internal Nestlé training materials and email marketing campaigns
- Oversaw copywriting, email design layouts, content scheduling, and distribution through SaaS software

*Implementation Consultant, The Educe Group, Washington, DC*  
2017

May 2015 - June

- Implemented CSOD SaaS solution for Fortune 500 companies across the United States and Europe
- Served as lead copywriter for all B2B marketing materials

**EDUCATION**

- *Bachelor of Arts, The College of William & Mary, Williamsburg, VA*  
2015
  - Bachelor of Arts (2): Political Science + American Studies

August 2011 - May

**SKILLS**

- Copywriting, Project Management, Adobe Illustrator, Adobe Photoshop, Google Analytics, Facebook Business Manager, Tailwind, Planoly, Later, Falcon, Curale, Hootsuite, G-Suite, Microsoft Office Suite, Instagram, Snapchat, YouTube, LinkedIn, Twitter, Pinterest, Tumblr, TikTok, Excel, Big Commerce, Shopify, Lightroom, Moz, Basecamp, Wiredrive