

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

PROFESSIONAL EXPERIENCE

- Social Media Manager, **Semihandmade**, Los Angeles* Feb 2021 - present
- Lead content strategy and curate Social Media channels to align with overall brand identity
 - Plan and create visual and written content, implement an editorial calendar to manage content and plan specific, timely marketing campaigns to facilitate brand development
 - Identify and analyze key reporting metrics to drive growth
- Marketing Director, **Gardenhouse**, Los Angeles* June 2018 - Feb 2021
- Monitored and optimized integrated cross-channel marketing campaigns and A/B testing
 - Organized, forecasted, and tracked yearly and quarterly budgets; Oversaw 15 part-time employees, 2 full time employees, and freelancers
- Producer & Assistant Creative Director, **Gardenhouse**, Los Angeles* June 2018 - Feb 2021
- Co-directed brand vision and creative strategy with Creative Director
 - Translated marketing needs and brand identity to content, advertising, and experiential marketing activations
 - Launched, co-designed, and managed [Domcbd](#), [Dampen](#), [Futureweed](#), [Calavera](#), and [Gardenhouse](#) websites
- Lead Copywriter, **Gardenhouse**, Los Angeles* June 2018 - Feb 2021
- Conceptualized and evaluated messaging strategy for more than four different brand identities
 - Crafted SEO copy, web and social media content, product descriptions, PR memos, commercials, and slogans
- Founder, **70sWorship**, Los Angeles* January 2019 - present
- 28K+ Interior Design Influencer, Community Manager, Graphic Designer, Creator, Copywriter
 - Build and develop blog, affiliate marketing, and brand partnerships
- Communications Manager, **Nestlé**, Los Angeles* Sept 2017 - May 2018
- 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* May 2015 - June 2017
- Implemented CSOD SaaS solution for Fortune 500 companies across the United States and Europe
 - Served as Lead Copywriter for all B2B marketing materials

EDUCATION

- *Digital Marketing, **General Assembly**, Los Angeles, CA* June 2019 – August 2019
- *Bachelor of Arts, **The College of William & Mary**, Williamsburg, VA* August 2011 - May 2015
 - Bachelor of Arts (2): Political Science + American Studies

SKILLS

- Copywriting, Project Management, Adobe Illustrator, Adobe Photoshop, SEO, SMO, Google Analytics, Facebook Business Manager, Tailwind, Planoly, Later, G-Suite, Microsoft Office Suite, Instagram, Snapchat, YouTube, LinkedIn, Twitter, Pinterest, Tumblr, Excel, Big Commerce, Shopify
- Beginner experience: InDesign, Tik Tok, Lightroom, Moz, Basecamp, Curalate