

# Brianna McCabe Alldredge

Digital Marketing + Digital Maker

Phone 254.592.5130 Email [bmccabealldredge@gmail.com](mailto:bmccabealldredge@gmail.com) Website [www.bmadigitalmaker.com](http://www.bmadigitalmaker.com) LinkedIn [/bmccabealldredge](https://www.linkedin.com/company/bmccabealldredge)

## About Me

A digital marketing professional with a passion for email marketing. Small shop/'jack of all trades' mentality. Currently finding joy in the nonprofit space by crafting user experiences that convert. Looking for an experience that challenges me creatively.

## Skills & Expertise

Email Marketing  
Copywriting & Editing  
UI + UX Design  
Data Analytics  
Content Management  
Digital Marketing Strategy  
SEO + SEM  
Paid + Organic Social Media  
Website Strategy + Design  
HTML + CSS + JavaScript  
Graphic Design  
Adobe Creative Cloud  
Microsoft Office Suite  
Google Business Suite  
Facebook Business Suite

## Areas of Focus

Digital Media  
Email Marketing  
Website Development

## Education

Masters  
Library and Information Science  
2011 - 2013  
University of North Texas  
  
Bachelors  
Fine Arts  
2007 - 2011  
Tarleton State University

## Work Experience

### Digital Marketing Specialist

*Central Texas Food Bank | 2017 - Present*

- + Create & coordinate all digital content for emails and the website.
- + Maintain CRM & digital marketing platform to support fundraising & stewardship goals.
- + Create audience segmentation to optimize engagement, increasing revenue year-over-year.
- + Ensure digital stewardship for new & returning donors to improve retention.
- + Manage end-to-end digital projects for all internal departments.
- + Monitor & report on website analytics for multiple sites.
- + Compile reporting illustrating email campaign performance improvement.
- + Create & maintain microsites as needed by the Organization.

### Digital Marketing Consultant

*Freelance | 2019 - Present*

- + Communicate & work closely with clients to identify & assess business situations.
- + Deliver engaging & original copy for marketing initiatives.
- + Work on development & implementation of new digital marketing tools, social media channels, & complete annual content plans.
- + Respond to or forward customer inquiries via social media.
- + Craft digital art and designs, & manage product photography, as needed, for business promotion.

### Membership & Marketing Manager

*Texas State Historical Association | 2014 - 2017*

- + Increased membership acquisition & retention year-over-year.
- + Created and managed content for emails, ads, website, & press releases.
- + Maintained donor database platform for campaign, donor, & member management.
- + Managed online & direct mail campaigns to meet or exceed goals year-over-year.
- + Designed all print & digital assets aligned with brand standards.
- + Facilitated & managed multiple events to increase member retention and drive revenue.