

# Mia S. Mathis

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## **Executive Summary:**

Digital Marketer with 7+ years in communications, media, and digital strategy. Proven success managing client media spend budgets of up to \$75K, achieving up to 1 million impressions or clicks per campaign across platforms like Google, Facebook, and Instagram. Focused on driving engagement and measurable outcomes, with a strong emphasis on social impact and sustainability. I've collaborated with top brands like NFL, Google, Aeropostale, and Dolce & Gabbana, delivering high-impact campaigns across both digital and print channels, driving customer engagement, and enhancing brand visibility.

## **Experience:**

### **Client Services Representative - August 2023 - Present**

Stuart Weitzman

- Led initiatives that significantly increased online and phone/chat sales by over \$250k since August 2023, improving customer acquisition and retention.
- Optimized website content and search engine strategies across multiple platforms, boosting brand visibility and driving higher levels of customer engagement.
- Utilized customer feedback and analytics to refine service strategies, ensuring seamless interactions and satisfaction across online and phone/chat support.

### **Marketing Manager & Interim Marketing Director - March 2022 - February 2023**

Hudson One Media

- Oversaw five B2B accounts for publicly traded cannabis companies, optimizing social media strategies to achieve a 20% increase in engagement and a 15% growth in followers
- Monitored social media conversations and tracked Google Trends to ensure content was timely, relevant, and aligned with audience interests.
- Designed visually appealing graphics and developed social media content based on insights, resulting in a 30% increase in industry news coverage and enhanced brand visibility.

### **Account Manager & Marketing Assistant - October 2021 - March 2022**

MDM Worldwide

- Managed five B2B client accounts for publicly traded companies in the cannabis industry, optimizing social media content to achieve a 20% increase in engagement in a 15% growth in follower base.
- Designed graphics using data-driven insights to create content for social media, resulting in a 30% increase in industry news coverage.

### **Partnerships (Contractor) - August 2019 - June 2020**

DoSomething.Org

- Identified and analyzed potential campaign brand partners, ensuring alignment with nonprofit values and target audiences to maximize impact.
- Developed and executed B2B partnership strategies, leading to a 30% increase in collaborative initiatives and strengthening industry relationships
- Managed social impact partnership initiatives, engaging 5 million members nationwide, and driving a 25% increase in program participation, while writing and distributing press releases for greater awareness.

### **Marketing Associate - August 2016 - January 2018**

Americord Registry

- Established and maintained consistent messaging across all platforms including education and entertainment, contributing to a 20% improvement in brand perception and increasing sales by 20%
- Executed influencer strategies on social media, driving a 40% increase in online reach and engagement
- Developed and implemented social and digital plans aligned with business objectives, resulting in a 65% rise in website traffic.

### **Digital Strategy Intern - June 2016 - August 2016**

Epsilon

- Evaluate campaign response data to extract actionable insights and optimize strategies for improved campaign & strategy performance.
- Monitor social media channels to track brand sentiment, identify trends, and inform strategy adjustments.
- Present data-driven insights and recommendations to C-suite executives to assist in strategic decision-making.

## **Education:**

- **Communications (B.A.)**, Brooklyn College; **Media & Technology (A.S.)**, Kingsborough Community College