

CIARA SIMIELE

[Keera Smiley]

Integrated Marketing Communications Specialist



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EDUCATION

Master of Business Administration
The George Washington University
2014

B.S., Communications Studies
Marketing Communication: Advertising & PR
Minor: Hearing & Deafness
Emerson College
2009

PROFESSIONAL DEVELOPMENT

Google Analytics for Beginners
Google | July 2018

Women in Digital Member
Cleveland Chapter | Dec. 2018 - Present

YouToo Social Media Conference
Kent State University | April 2018

Project Management Professional Course
BAE Systems | Feb - May 2016

Inbound Marketing Certificate
HubSpot, Inc. | November 2015

SKILLS

Proficient in PC & Macintosh platforms

Skilled in Microsoft Office applications

Strong writing skills

Proficient in Act-on & marketing automation

Highly proficient in Drupal and Wordpress

Experienced in Search Engine Optimization

Experienced in Search Engine Marketing

Lead and Demand Generation

Tradeshaw Marketing & Support

Display and social ad copywriting

Social strategy & community management

Proficient in Adobe Photoshop

Working knowledge of Adobe InDesign

Working knowledge of Adobe Illustrator

Proficient in Salesforce

Basic HTML

Photography

Basic American Sign Language

PROFESSIONAL EXPERIENCE

TRUE DIGITAL COMMUNICATIONS | NOVEMBER 2017 - PRESENT

Content Marketing Specialist

- Drive content strategy and execution for the agency, B2B, nonprofit and other clients.
- Generate leads through inbound strategies, authoring content including blog posts, white papers, case studies, organic and paid social, search and display ads, and landing pages, to engage and capture relevant audiences.
- Nurture leads through marketing automation — email campaigns, workflows, lead scoring and more — to push quality leads through the marketing funnel.
- Led agency strategy and implementation of communications & business practices to comply with the EU's GDPR legislation.
- Collaborate regularly with digital team to optimize content for organic search and digital advertising.

CASE WESTERN RESERVE UNIVERSITY | DECEMBER 2016 - NOVEMBER 2017

Director of Development Communication

- Primary editor of *Forward Thinking*, the university's official capital campaign magazine.
- Art directed *Forward Thinking* and donor or community-focused branded marketing collateral.
- Identified, coordinated and authored communications on major gift commitments, new initiatives and development opportunities for internal and external stakeholders.
- Collaborated university-wide to ensure cohesive and consistent branding, and mission-aligned content was produced.

THE GEORGE WASHINGTON UNIVERSITY | NOVEMBER 2010 - DECEMBER 2016

Senior Marketing Associate / Milken Institute School of Public Health / April 2014 - December 2016
Communications Associate / Milken Institute School of Public Health / October 2012 - April 2014

- Cultivated the school's brand and image across its six academic departments.
- Strategically designed and crafted content for print, video and digital - website, social media, on-campus digital screens and e-newsletters — advancing SEO.
- Developed social media strategy to drive engagement on Twitter, Facebook, Instagram, YouTube and LinkedIn.
- Oversaw media tracking, monitoring & analysis through systems including Meltwater & Hootsuite
- Amplified event attendance and engagement through extensive planning and promotional support.

Marketing Coordinator / Graduate School of Political Management / November 2010 - October 2012

- Strengthened recruitment and operational efficiencies through the deployment and daily use of the CRM Salesforce.
- Established partnerships that increased awareness of GSPM programs and resulted in quality lead generation.
- Produced a detailed competitive analysis used by GSPM's director for the school's strategic plan
- Event planning and coordination of over 50 school-sponsored events to further position GSPM as an educational powerhouse in the political arena.

CLEVELAND PLUS MARKETING ALLIANCE | DECEMBER 2009 - NOVEMBER 2010

Plus College Project Manager

- Conducted research with 40 students and 17 administrators at 10 area colleges/universities to determine the needs pluscollege.com could fulfill.
- Collaborated with a diverse regional network including partner organizations, higher education administrators, funders and stakeholders.
- Successfully secured second-year funding for the program through grant support.

AUTHORITY MEDIA, LLC | NOVEMBER 2009 - NOVEMBER 2010

Marketing Coordinator

- Designed an online media kit, advertising pitches and custom advertising packages.
- Publicized new content through weekly e-newsletter to draw readers to OhioAuthority.com.
- Magnified Ohio Authority's influence and following on social media: 1,800 Facebook users; 2,000 Twitter users.