

Celeste Reyes

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Creative Marketing Professional

Disciplined creative professional recognized for exceptional work. Experience in developing small business marketing departments along with managing accounts, ideation, and developing marketing campaigns.

- Adobe Creative Suite
- Branding
- Copywriting
- Event Planning
- Ideation

Work Experience

PSALM 47 Marketing & Design, LLC | Conroe, TX (Remote) | July 2022 – Present

Marketing Communications Manager

Leading the development of systems and processes to manage client accounts within a start-up marketing agency and identifying key performance indicators.

- Conceptualize and execute digital marketing strategies for 8 client accounts across diverse fields to provide a current combined increase of 130% in followers.
- Optimize Trello as a client-relationship management software to streamline project management processes and organize 8 client accounts.
- Strategically designed 12 content calendars in Google Sheets to lead team in creating timely content.
- Led 10+ accounts over a 4-month period with a combined audience of 140,000+ members.

The Goal Digger Girl | Austin, TX (Remote) | February 2021 – June 2022

Advertising & Public Relations Manager

Responsible for identifying key performance indicators and developing core functions of the marketing department for start-up company.

- Consulted with 90+ clients on proper content creation skills, email subscriber development, podcast pitching skills, and more marketing knowledge.
- Coordinated 9 guest interviews for a top 25 rated marketing podcast, The Goal Digger Girl's podcast.
- Published & edited Amazon bestseller book 'Boss It Up, Babe!' by Kimberly Olson.
- Researched and implemented email marketing strategies to identify and target ideal avatar to grow email list 54%.
- Successfully generated launch plans and marketing assets for 20+ online event launches.

The Borgen Project | Tacoma, WA (Remote) | October 2020 – January 2021

Nonprofit Public Relations Intern

- Created and implemented a fundraising campaign to raise \$500 for organization.
- Developed outline to host an online informative event to share functions of nonprofit with 50 community members.
- Performed market research to discover 3 new sponsors to contribute to nonprofit organization.
- Pitched 12 story ideas to local and national broadcast, digital, and print media.

Education

B.A. Advertising and Public Relations | Grand Valley State University | 2020

Emphasis: Public Relations