

## CONTACT

marandaflamm@gmail.com  
412-867-5539  
Pittsburgh, PA

## EDUCATION

Slippery Rock University  
Bachelor of Science  
Public Relations

## SKILLS

- Marketing
- Advertising
- Communications
- Internal Communications
- Campaign Creation
- Graphic Design
- Event Planning
- Project Management
- Copyediting
- Brand Development
- Analytics Reporting
- Lead Acquisition
- Email Marketing
- Sponsorship Management
- Client Management
- Contract Negotiation
- Market Research
- Media Relations
- Social Media Management

## SOFTWARE

- Microsoft Office
- Adobe Photoshop
- Adobe Indesign
- Adobe Illustrator
- Canva
- HubSpot
- Active Campaign
- Google Analytics
- Facebook Ads
- Google Ads
- LinkedIn Ads
- NetSuite
- WordPress
- Feathr
- Hootsuite
- Social Pilot
- Constant Contact

# MARANDA FLAMM

Dedicated, fundamentally focused, change-embracing promotional professional with over five years of experience in all facets of marketing. Proven to drive growth through effective, cutting-edge, creative campaigns. Proficient in engaging numerous audiences. Adaptable while able to thrive in a fast-paced atmosphere.

## EXPERIENCE

### DQE Communications

#### Marketing Specialist | May 2021 – present

- Direct and employ lead generation initiatives with the outcome of increasing realized revenue by more than \$615,000, an increase of 7% upon the year before my employment
- Oversee and complete email, direct mail, billboard, print, television, and radio advertising planning, design, and purchasing
- Develop and maintain brand standards for the organization throughout current and new product development, release, and promotion
- Manage marketing research initiatives for annual plan development, focusing heavily on current promotional areas and areas of opportunity
- Supervise the writing of promotional blog posts and provide final editing oversight before any blog content is published
- Oversee budgetary planning and approval processes for all promotional activity
- Serve as an in-house graphic designer creating materials including print, print/mail, billboards, infographics, eBooks, and digital advertising artwork
- Execute the migration from a former email marketing platform to a new, more cost-efficient, higher-yielding platform
- Monitor customer engagement and Key Performance Indicators (KPIs) of marketing campaigns and provide insight on how to improve or expand outreach potential
- Administer website analytics for all promotional initiatives, providing detailed reports on campaign successes and areas in need of improvement
- Collaborate directly with website development staff to implement a more welcoming, engaging customer visitation experience
- Provide exceptional customer focus to customers by planning and executing annual customer appreciation events, each attended by over 100 individuals
- Manage sponsorships for events sponsored by the organization, ensuring that all deliverables are met on time
- Manage social media outlets, including Facebook, Twitter, LinkedIn, and Google My Business

#### The Pittsburgh Conference on Analytical Chemistry and Applied Spectroscopy Marketing Coordinator | July 2020 – May 2021

- Created and implemented renewed branding concept for revitalized audience engagement
- Piloted the organization's Marketing Internship Program, supervising and managing the intern daily
- Managed paid media campaigns on social media channels to drive traffic and increase revenue
- Developed strategic print marketing campaigns with extensive tracking codes
- Planned and executed geofencing and keyword campaigns using digital advertising platforms
- Included all responsibilities listed under Marketing Assistant

## REFERENCES

### Emily Garvin

Sales Support III, DQE  
Communications  
412-313-0013  
egarvin0013@gmail.com

### Jason Basham

Sales Engineer II, Comcast  
412-596-7656  
jason.basham@live.com

### Rocco Pacella

Marketing Director, Pittcon  
412-498-1628  
roccopacella@gmail.com

### Tammy Yallam

Operations Director, Pittcon  
412-443-0042  
tyallum@pittcon.org

### Kim Palastro

Marketing Manager, ISACA  
412-251-8613  
kpalastro@yahoo.com

### Marketing Assistant | January 2018 – July 2020

- Served as an in-house graphic designer for projects that include newsletters, flyers, posters, display graphics, and websites while working with an external graphic designer to ensure annual design concept consistency of print and digital projects
- Created compelling, engaging, clickable emails that are sent out to more than 80,000 constituents, increasing the click rate from 7% to 10% in 2019 and remaining consistently at 10% in 2020
- Increased sponsorship revenue by approximately 10% over two years to \$134,400, utilizing active, persuasive communication
- Developed content for promotional materials such as press releases, emails, website, social media, and print material
- Produced and distributed content on various social media platforms, increasing reach by 41% and engagement by 63%
- Created, planned, and worked directly with vendors and the venue (located in another city) on a new ticketed and partially sponsored event that had 1,250+ in attendance
- Managed and negotiated promotional partnership contracts with publishers and media outlets, resulting in an organizational advantage of \$169,880 spent to \$675,992 received for the 2020/2021 fiscal year)
- Managed, developed, and executed Pittcon's mobile app year to year, averaging 5,000 downloads annually
- Fostered relationships with national science organizations, medical offices, incubators, and schools
- Preserved relationships and interacted with media onsite during the tradeshow

### Columbia Gas of Pennsylvania and Maryland

#### Communications and Community Relations Intern | May 2016 – August 2016

- Developed press releases communicating with stakeholders on more than \$13 million in pipeline replacement projects
- Assisted in planning the company's \$19 million training center grand opening
- Developed strategic internal and external communication during the annual employee United Way campaign
- Helped develop a communication plan for the company's annual Natural Gas Safety Training engaging over 100 local first responders
- Assisted in donor relations by executing volunteer opportunities for employee engagement