

AERIN PAULO

Glastonbury, CT • 207-649-9708 • aerinpaulo@gmail.com • aerinpaulo.com

PROGRAM FAMILIARITY Microsoft Office Suite, Photoshop, Illustrator, InDesign, Constant Contact, Mail Chimp, Listrak, Hootsuite, Buffer, SproutSocial, Google Apps for Business, Google Analytics, Monetate, SEM Rush, WordPress

Assistant Marketing Manager, [Logo Sportswear, Inc.](#)

Wallingford, CT

January 2017 – Present

- Help develop overall eCommerce strategies for retention, conversion rate optimization, and acquisition
- Assist in strategy and development for various channels and marketing activities including SEO, email, direct mail, UX/UI, content marketing, and competitor analysis
- Assist hands-on with marketing projects including graphic design, SEO, segmentation, data analysis & reporting, and strategic planning for the department
- Manage paid and organic Social Media channels with a focus on Facebook
- Promoted to Assistant Manager after 10 months (Hired on as Social Media Manager)
- Oversee the day-to-day department operations including project management and employee support

Consultant / Consumer Engagement Manager, [MoonBase3](#)

East Hartford / Granby, CT

February 2015 – July 2016

- Performed research and discovery for key digital marketing strategies to improve a client's online presence
- Developed and executed digital marketing strategies for Moonbase3 (MB3) and its products and services
- Created and curated compelling blog and social media content for MB3 and its clients
- Managed email marketing, social media accounts, and content for MB3 and its clients

Marketing Strategist, [Horizon Marketing Group](#)

Bloomfield, CT

October 2014 – April 2015

- Acted as an Account Executive, handling client-facing calls and communications
- Managed multiple and competing projects, timelines, and client expectations
- Researched and developed digital marketing, social media, and email marketing strategies
- Gathered data for and developed monthly social media channel engagement reports

Marketing Director, [FroyoWorld Frozen Yogurt Lounge](#)

Manchester, CT

October 2013 – October 2014

- Planned redesign and launch of froyoworld.com, and managed on-site content
- Planned and developed monthly promotions and Point of Purchase kits with a third-party vendor
- Created in-store collateral and strategic Marketing Guides to help stores market in their local area
- Researched, created, and scheduled content for Facebook, Twitter and Instagram

Marketing & Communications Manager, [Connecticut Technology Council](#)

East Hartford, CT

May 2012 - October 2013

- Researched, created, and scheduled content for blog posts, email campaigns, and social media updates
- Created and managed content on websites
- Designed and organized graphics, content, and collateral for events
- Assisted in all phases of planning, organization, and execution of over 25 events

EDUCATION University of Maine, Orono, Bachelor of Arts in New Media