

Geni McCallum  
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## Résumé

November 2018 – Present

### **Wild South Clothing – Sales & Online Marketing Manager**

- Website/online product management
- EDM Design/Copy (Mailchimp)
- POS Store Design and Print/Online Publishing
- Photography and post-production editing of products
- Social Media Management
- SEM and FB advertising

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January 2018 – November 2018

### **InsuredHQ – Digital Marketing Specialist**

- Website design/management (Hubspot/Wordpress)
- EDM Design/Copy (Mailchimp)
- Creative Director - training videos
- Copywriter/Blog Author/Scriptwriter
- Social Media Content Creation/Management
- PR Management
- Paid and Organic Online Advertising (Facebook, Google, Instagram & LinkedIn)
- Monthly Analytics Reports
- Marketing Strategy
- Marketing Budget Planning

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July 2017 – December 2017

### **Ethique – Marketing Manager (6-month contract)**

- Web/E-commerce/Product Management (BigCommerce)
- EDM Design/Copy (Mailchimp)
- Photography (products & models)
- Videographer + Editor (products & models)
- Creative Director - videos
- Copywriter/Blog Author

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- PR Management (for our PR companies in both the U.S + NZ)
- Stockist/Distributor Content Management (Amazon.com & Farmers NZ)
- Graphic Designer (advertising collateral)
- Crowdfunding Marketing (raised over \$500,000 in less than 2 hours)
- Influencer/YouTuber Relationship Management/Acquisition
- Donation/Charity Management
- Paid and Organic Online Advertising
- Monthly Analytics Reports
- Media Management/Interviews + Photo-shoots

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June 2015 – July 2017

**Science Alive – Marketing Manager and Education Coordinator**

- Web/E-commerce/Product Management
- EDM Design/Copy
- Photography (products + events)
- Videographer + Editor (product + events)
- Creative Director
- Copywriter/Blog Author
- Social Media Content Creation, Management + Customer Service
- PR/Comms Management
- Graphic Designer
- Event Marketing (Big Science Day, had over 24,000 people attend)
- Paid and Organic Online Advertising
- Monthly Analytics Reports
- Media Management/Interviews

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December 2014 – June 2015

**Family Times Magazine (Digital Dept Creator) – Digital Editor and Graphic Designer**

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Fluent in French with a Science Education and Graphic Design/Web Design background.

Experienced with: Adobe Creative Suite, Microsoft Suite, CMSs, CRMs, Mailchimp, Hootsuite, Wordpress, Hubspot, basic HTML, Google Analytics, Facebook Ads, Social Media, Google Adwords, Slack, Stride and Final Cut Pro.