

# SUSANNA GAUGER

## Digital Marketing Freelancer



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## WORK EXPERIENCE

### Freelance Marketing Assistant

*Go Natural English | Remote | August 2020 - January 2021*

- Grew Instagram followers from 57,000 to over 65,500 followers
- Grew Facebook page likes by +7,000
- Grew the email list by +20,800
- Community management and engagement with the audience on social and through email daily
- Created copy and published content (new and recycled) to social channels (YouTube, Facebook, Instagram, Podcast)
- Wrote weekly newsletter and engaging daily emails
- Assisted with special promotional events and launches
- Created graphics for social media in Canva

### Marketing Intern

*Bria Hammel Interiors | Minnesota | June 2019 - December 2019*

- Created & executed the monthly newsletter using Klaviyo
- Social media planning, copywriting, and management in Planoly
- Created graphics for social media in Illustrator
- Uploaded products into E-commerce Shopify store
- Product photography and editing in Photoshop

### Freelance Marketing Coordinator

*Cross Border Wear | Wisconsin | Jan 2018 - Sept 2019*

- Managed eCommerce email marketing in MailChimp
- Organized and created content for social media accounts
- Managed Shopify site design and content
- Used analytics to create insights and suggestions for growth

### Marketing & Communications Intern

*NorthMarq Capital | Minnesota | May - Aug 2018*

- Wrote internal & external communications in APA format
- Analyzed email marketing strategy in Constant Contact
- Tracked, supported, & analyzed social media and other content
- Researched & created LinkedIn best practices guide for employees
- Edited social media graphics & updated office flyers

## DETAILS

Nationality: American

Date of Birth: 02/06/1997

## EDUCATION

### University of Wisconsin Stout / 2015-2019

*Bachelor of Science in Digital Marketing Technology  
& Minor in Business Administration*

- Graduated Cum Laude
- GPA 3.5 / 4.0

## SKILLS

- Social media content creation, copywriting, management, and analytics
- Email marketing newsletters and copywriting
- Communication and community management
- Basic graphic design
- Web design
- SEO & Google Analytics skills
- DSLR photography & editing

## TOOLS & SOFTWARES

Asana - Slack - Dropbox - Canva - Trello -  
ActiveCampaign - Klaviyo - Wordpress -  
Help Scout - Planoly - Hootsuite - YouTube  
Studio - Adobe Photoshop - Google Analytics  
- PowerPoint - Excel - Shopify