

Professional Summary

Creative and results-driven marketing professional with 10+ years of experience in social media strategy, content creation, and equestrian brand storytelling. Proven track record of driving 30–45% engagement growth and building high-impact digital campaigns across Instagram, YouTube, and web. Skilled in Adobe Creative Suite, analytics, and sponsor-driven content that converts.

Professional Experience

Content Marketing Lead

Ruespari – Florida

Dec 2023 – Dec 2024

Produced over 5,000 high-quality images for social and web, increasing engagement by 35%.

Developed and launched social media campaigns, increasing brand awareness by 40% and follower base by 25% in 3 months.

Social Media & Content Manager

HITS Horse Shows

July 2023 – May 2025

Created marketing strategies that increased brand visibility by 40% and improved engagement by 30%.

Strengthened branding through strategic partnerships, growing event visibility by 25%.

Content Marketing Lead

The Scout Guide – Remote

Dec 2021 – Jan 2023

Designed and executed multi-platform campaigns, increasing brand awareness from 20% to 65%.

Improved site performance by 40% using Google Analytics and SEO, boosting conversions by 20%.

Designed editorial calendars and multimedia assets that elevated storytelling, resulting in stronger brand consistency and audience engagement across 10+ markets.

Commercial Photographer

DG Photography – Florida

Sept 2017 – Present

Designed graphics, layouts, and logos that aligned with client branding.

Increased brand visibility and social metrics by 160% through targeted content strategy.

Helped small businesses and equestrian brands achieve professional-quality digital presence.

Content Marketing Lead

Equinox Stabilization Grids – Remote / Florida

May 2024 – Present

Built and led content strategy across Instagram and Facebook, increasing organic reach by 45% in 3 months through Reels, educational posts, and community-driven storytelling.

Collaborated cross-functionally with multiple teams to align messaging and execute content strategy.

Built partnerships and collaborations that aligned branding across B2B and equestrian markets, increasing product visibility and sponsor engagement.

Skills

- Social Media Management
- Adobe Creative Suite
- Photography & Videography
- SEO Optimization
- Copywriting

Certifications

- Adobe
- Google Analytics
- Google Cybersecurity