Debbie Wakefield

Columbus, Ohio

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debbiewakefield.com

PROFILE
Creative, passionate digital marketer with strong writing skills; able to implement results-driven marketing strategies

EDUCATION
Denison University
Bachelor of Arts
in English and Communication
3.74 GPA   May 2014

CERTIFICATIONS
- Marketing Communications Credential from Denison Edge
- HubSpot Certified
- Sprout Social Certified

INVOLVEMENT
The Ohio State University
- Previous College Staff Advisory Council President
- Buckeye Wellness Innovator
- Member of the Association of Staff and Faculty Women

Together Digital
- Previous Founding Member, Secretary and Treasurer

AAF Columbus
- Current Member and Communications Board Member

SKILLS

- Writing and Storytelling
- Collaboration and Leadership
- Creative Problem-Solving
- Proofreading and Editing
- Google Workspace
- Project Management
- Brand Strategy and Voice
- Digital Marketing

WRITING AND MARKETING EXPERIENCE

Marketing Specialist
The Ohio State University Office of Student Life | March 2024 - Present
- Implement marketing strategies for multiple clients within an agency-like setting, write original copy to support client goals, thoughtfully incorporating frequent revisions
- Write on-brand copy for social media posts, email newsletters, digital screens, web articles, trade magazines, award submissions, advertisements, headlines and signs.
- Led university-wide marketing campaign for Buckeye Careers' career and internship fair, resulting in 2,202 students attending, the highest in-person attendance ever.
- Developed more effective project management skills through managing 107+ projects

Communications and Marketing Specialist
The Ohio State University College of Veterinary Medicine | January 2020 - March 2024
- Wrote copy for social media, alumni email newsletters, website articles and print
- Created cross-channel marketing plan for a continuing education event, collaborating with Events team, increased paid attendance by 68%, resulting in $100k in revenue
- Advised annual giving digital and print campaign that generated 71 donors, 49 new to the college, totaling $6,415 in gifts, significantly surpassing last year's total
- Gained interpersonal communication skills with internal and external stakeholders

Digital Marketing Specialist
MedVet | *Emergency and specialty veterinary hospital* | April 2019 - January 2020
- Managed 25 social media pages with 50k followers, supporting 25 veterinary hospitals.
- Launched LinkedIn page, worked closely with HR, grew engagement by 82%
- Increased engagement by 40%, impressions by 86% and shares by 107% on Facebook
- Wrote quarterly email newsletter to veterinarians that averaged 24% open rate

Marketing and Digital Communications Specialist
Volunteers of America Ohio & Indiana | *Non-profit organization* | March 2017 - April 2019
- Created high-quality social media and digital content following brand guidelines
- Increased followers by 83% on Facebook, 59% on LinkedIn and 1900% on Instagram

Marketing Specialist
Pet Wellness Veterinary Clinic | *Mobile low-cost vet clinic* | August 2007 - July 2019
- Built website, wrote 20 blog posts, increased organic website visitors by 50% in 2018
- Developed social media strategy for Columbus pet owners, doubling clinic attendance

Freelance Reporter
ThisWeek News | *Community-focused weekly newspaper* | November 2014 - 2015
- Published 153 news articles in AP Style and took dynamic photographs for local newspaper

Communications Representative
The Longaberger Company | *Basket brand* | March 2014 - January 2015
- Wrote product copy, magazine articles, social media posts and customer service scripts