

Myra Goldie

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👋 I'm Myra, a multidisciplinary creative, marketer, & writer who stays up late at night thinking about the creative and psychological alchemy of what makes brand cult followings. With over a decade of experience in branding, 360 strategic marketing, and management, I'm seeking a new challenge to connect your company with the right people. Get a taste of my work at www.myragoldie.com.

Experience

Human Experience Strategist | Tattooed Chef | Los Angeles, CA | 1/2023 - 9/2023

- Collaborated with Creative Director, sales team, and third parties to build compelling creative brand strategies that bolster HX via brand recognition, engagement, sales, and customer loyalty.
- Researched, pitched, and project-managed strategic event opportunities for industry conventions and partnerships including Coachella, Lollapalooza, the Grammy's, and BET Awards.
- Produced creative shoots to create engaging and brand-resonance content for experience, digital, print, advertising, and social media campaigns.

Lead Creative Strategist | Elevate Her Marketing | Los Angeles, CA | 3/2021 - 1/2023

- Managed a remote creative team of 8, overseeing end-to-end creation of ad campaign creative for 12 clients across various industries, resulting in a 300% YoY increase in funnel capacity.
- Designed effective onboarding processes for clients and employees, annual brand direction pitches, and creative presentations, enhancing client relationships and scaling creative output.
- Produced innovative and engaging ad creative following industry, platform, and creative trends, leading to increased client CTRs quarter-over-quarter while meeting industry standards within budgets and deadlines.

Marketing Manager | Supernova | Prague, Czech Republic | 6/2019 - 3/2021

- Built impactful brand, website, GTM strategy, and marketing team from the ground up by conducting thorough market, competitor, and user research on UX design and development.
- Implemented an efficient marketing tech stack, omnichannel user experience, and marketing to sales funnel, leading to a 600% quarter-over-quarter increase in inbound volume.
- Collaborated closely with product, UI/UX, and development teams to create closed feedback loop in order to consistently inform, assume, test, and implement improvements in the business.

Marketing Manager | Memsource | Prague, Czech Republic | 5/2018 - 6/2019

- Managed an international team in scaling and optimizing branding, digital, email, content marketing, advertising and PR strategies, and a website redesign optimized for lead generation.
- Supported sales efforts by generating high-quality MQLs, contributing to 10% of sales by designing efficient lead qualifying automations, convincing collateral, and strategic global events and partnerships across EMEA, NA, LATAM, and APAC regions.
- Optimized nurturing campaigns, resulting in a 2% quarter-over-quarter increase in conversion by focusing on critical customer journey touchpoints and offering strategic up- and down-sells.

Content Marketing Manager | Memsource | Prague, Czech Republic | 12/2017 - 5/2018

- Promoted to Marketing Manager
- Boosted blog traffic by 24% by successfully managing a team of both in-house and freelance copywriters and creating a well-researched, targeted, and SEO-rich content calendar of blog posts, whitepapers, videos, ads, and social media content.
- Increased social media impressions overall by 230% by sharing original thought leadership content, maintaining a consistent posting frequency, and community engagement.
- Improved nurturing campaign conversion by 3% by writing and delivering compelling copy at critical customer touchpoints.

Social Media Marketing Specialist | Memsource | Prague, Czech Republic | 6/2017 - 12/2017

- Promoted to Content Marketing Manager
- Achieved a 1162.5% increase in organic LinkedIn followers through thought leadership content, group management, and content repurposing.
- Grew Twitter following by 10% and impressions by 34% through targeted hashtag strategies and active participation in discussions.
- Produced two pieces of original SEO-optimized content per week.

Freelance Marketer and Copywriter | Self-employed | Des Moines, IA | 5/2013 - 6/2017

- Researched, wrote, and photographed SEO-friendly food content for Better Homes and Gardens, Recipe.com, Parenting Magazine, and other digital publications.
- Managed social media, PR, influencer marketing, photography, CRM/email, and websites for local businesses.
- Conducted SEO and trend forecasting research to inform clients' upcoming projects.

Education

Crisis Counselor Training | The Trevor Project | 11/2023

The Science of Wellbeing | Yale | 10/2020

Google Data Analytics | Google | 01/2019

Certified Sommelier | Court of Master Sommeliers | 06/2015

B.S. Journalism and Mass Communications | Iowa State University, Ames, IA | 5/2014

Skills

A/B Testing, Adaptability, Advertising, Branding, Communication Skills, Content Creation, Content Management Systems, Copywriting, Customer Research, CX/HX, Data Analysis, Design, Digital Marketing, Email Marketing, Event Planning, GTM Strategy, Influencer Marketing, Leadership, Lead Generation, Marketing Automation, Marketing Strategy, Paid Advertising, Project Management, Public Relations, SEO, Social Media Management, UX, Website Management