

# CARRIE CORCORAN, CTSM

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**Professional Communications and Marketing / Strategic Social Media Marketing / Social Media Management / Social Media Training / Social Media Measurement / Inbound Marketing / B2B/B2C / Brand Development / SEO / Trade Show and Event Management / Public Relations Coordination**

## EXECUTIVE SUMMARY:

- Created and implemented social media marketing strategies for various businesses in the Dallas area resulting in increased engagement and revenue.
- Analyze and monitor social media metrics using various tools like Hootsuite, bit.ly, Facebook insights and Google analytics, as well as others.
- Developed and produced strategies for enhancing company brands through the use of social media channels, printed collateral, Email marketing, white papers, websites, online content creation, trade shows and event marketing.
- 12 years sales communication and marketing experience which includes: supporting CEOs, SVPs, sales and marketing departments as well as working for a number of startup companies.

## KEY COMPETENCIES INCLUDE:

- Strategic Social Media Marketing • Social Media Management • Social Media Training
- Branding • Marketing • Content Creation • Email Marketing • Trade Show and Event Marketing & Management
- Budgeting • Account Management • Public Relations Coordination • Working for Startup Companies

## PROFESSIONAL EXPERIENCE:

### **Social Marketer**

November 2009-Present

*Independent Consultant specializing in strategy for clients with social media marketing and traditional marketing*

- Developed complete strategic social media marketing plan for startup company in the rewards and loyalty industry which included: blogging, Twitter, Facebook, LinkedIn, and Youtube
- Increased Quesa-D-Ya's Facebook Fans by 360%, Increased Twitter followers by 750%
- Spearheaded social media marketing event for Quesa-D-Ya's which generated 46 new Tweets within three hours
- Increased local women's fitness studio Facebook Fans by 200%, Increased Twitter followers by 400%
- Developed design concepts for social media client sites to ensure branding was consistent across all marketing channels
- Write content for clients as a subject matter expert to engage and encourage participation in social media channels
- Plan, manage and create special events to raise awareness and increase ROI for clients
- Develop and manage design process for marketing collateral which includes event invitations, marketing one sheets, PPT presentations, web copy, Email marketing and business materials
- Administrator for Word Press site

Social Media Delivered, Dallas, Texas (startup)

*Startup company specializing in social media management and strategy*

### **Social Media Strategist (Intern)**

January 2010- May 2010

Managed social media process for clients which included developing content and deployment

- Secured speaking engagements for CEO in the local marketplace
- Developed creative marketing strategies

CareSmart Solutions, Dallas, Texas (startup)

January 2009-November 2009

*Startup Company with a software application designed specifically for multi-site child care center owners and operators, custom software development and software as a service (SaaS) solution*

### **Executive Sales and Marketing Assistant**

Supported CEO and SVP of Marketing with all sales support initiatives, marketing implementation, software testing, and direct client support

- Maintained demo database and gave presentations via webinars to prospective clients
- Provided 5 Star customer service to multi-million dollar client as an Account Manger
- Managed website development process and all marketing collateral as well as vendors

STAK Design, Carrollton, Texas

August 2007 - October 2008

*One of the premier design and fabrication companies for retail and exhibits with more than 25 million in annual revenue.*

### **Account Manager**

Maintained assigned accounts and worked with Account Executives to manage projects from concept to completion.

- Designed and implemented first ever customer service survey for International Council of Shopping Center exhibit clients which achieved a 30% response rate
- Negotiated pricing and discounts with 10 preferred vendors resulting in lower cost savings for clients as well as increased profits for STAK
- Responsible for public relations and marketing efforts which resulted in press coverage in the local Dallas Business Journal, two industry trade newspapers and one industry trade magazine

### **ADDITIONAL EXPERIENCE:**

Sales and Marketing Coordinator - Resort Quest, Portofino Resort & Spa, Pensacola Beach, Florida

Sales and Marketing Consultant for brand new spa and salon, Pensacola Beach, Florida

National Trade Show and Event Manager – AICPA/CPA2Biz, New York City, New York

### **EDUCATION:**

Bachelor of Arts, Speech Communication, University of Wisconsin-Whitewater

### **AWARDS/ACHIEVEMENTS/ORGANIZATIONS:**

Social Media Marketing Club Dallas, Social Media Meetup Dallas, American Marketing Association Dallas/Ignite Dallas 2 speaker 2010/at&t Dallas Center for the Performing Arts Volunteer/Guest speaker Ft. Worth Women's Group, Trade Show Tips and Tricks/ /MBCA, Member of the Year 2006, Dallas Chapter//FICPA Award for Most Creative Booth Performance 2001/Pi Sigma Epsilon, Alumni