

Eliese Haerle

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EDUCATION

Miami University

Bachelors of Science in Strategic Communications and Creative Writing, graduated 2019

- Member of PRSSA (2018 - 2019)
- Member of Kappa Kappa Gamma (2016 - 2019)

WORK EXPERIENCE

Digital Marketing Specialist - Corporate

Chicago, IL

Prophet

Apr 2021 - Jan 2023

- Developed social strategy and campaigns; deployed monthly editorial calendar across LinkedIn, Facebook, Instagram, and Twitter; increased brand awareness as evidenced by 21% YoY LinkedIn follower growth and engagement rates exceeding benchmarks by 2x
- Generated monthly and quarterly reports leveraging data from Google Analytics and native platforms to analyze and assess performance and inform strategic shifts for use with internal teams and the Executive Committee
- Managed editorial content calendar using CoSchedule and liaised with platform and vertical marketing colleagues to publish over 300 pieces of content in two years; Managed the implementation of Prophet's tone of voice strategy for internal and external content
- Assisted in PR initiatives including writing press releases and working with Prophet's PR agency partner to further brand awareness
- Supported email marketing strategy through project management and email development, audience segmentation using CRM platform Eloqua, project managing several marketing ops queues/projects
- Embraced test and learn mentality continuously seeking insights to help optimize messaging and content, driving better results

Account Coordinator, Public Relations and Social Media

Chicago, IL

Coleman, Brohan and Davis Inc. (Rebranded to 2.713 Marketing)

Mar 2020 - Apr 2021

- Conduct media relations practices such as creating media lists, writing press releases and pitches and tracking media to ensure coverage of clients ranging in industry
- Coordinate various project elements; prioritize and manage high volume of detail work having to do with social media community management and public relations tactical deliverables
- Create and publish client social media content and analyze analytics reports to improve engagement and reach
- Work, assist and lead accounts with various clients in both B2B and B2C industries— CPG, Education, Banking, Healthcare

PR and Public Affairs Intern - Post Graduate Internship

Chicago, IL

Res Publica Group

Aug 2019 - Jan 2020

- Created media lists, clip reports, memos, pitches, copy for digital ads and press releases for internal and external use as background for large clients and campaigns
- Worked as part of project teams to devise and implement digital, social and print campaigns targeting a variety of audiences
- Worked on a variety of projects with clients in an array of industries— healthcare, sports, nonprofit, travel and hospitality, spirits, etc.

Marketing Intern

Chicago, IL

ConceptDrop

May 2018 - May 2019

- Created content for social media including Facebook, LinkedIn, Twitter, and Instagram, increased social website referrals by 93%
- Maintained weekly blog posts, edited and wrote case studies; Assisted with email campaigns, marketing plans and Adwords

SKILLS & ACHIEVEMENTS

Microsoft Office Suite/Teams, WordPress, Hootsuite, Meltwater, Sprout Social, Asana, Monday, Later, CoSchedule, Vidyard, Knotch, Google Analytics

Hubspot SEO Certification (Feb 2023)

Hubspot Digital Advertising Certification (Feb 2023)

MMBA from Miami University's Farmers School of Business (Oct 2020 - Dec 2020)