

# leah croghan

content marketing manager | creative director

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leahcroghan.com

Charlottesville, VA

## Professional Summary

Highly organized and creative Content Marketing Manager with over six years of experience in digital marketing, project management, and creative design. Proven ability to develop and deliver consistent brand messaging, manage cross-functional teams, and produce engaging multimedia content. Driven by the passion for helping brands discover their meaning, so that they may bring meaning to the lives of others.

## Portfolio

[www.leahcroghan.com](http://www.leahcroghan.com)

## Education

### Michigan State University

BA Communications, Media & Information

BA Studio Art & Design

Minor Documentary Film Production

## Skills

**Creative Design:** Adobe Creative Suite  
Advanced in Adobe Premiere Pro and Photoshop, Canva

**Marketing Tools:** CMS, SEO/SEM, CRM  
HubSpot, Data Analysis, MailChimp,  
Google Ads, Google Analytics, Meta, Wix,  
Wordpress, Buffer, Salesforce

**Project Management:** Asana, JIRA,  
Marketing Cloud, Trello, Critical thinking,  
strategic planning, budget  
management, superb time  
management, detail oriented

**Content Creation:** Video production,  
video editing, graphic design, audio  
production, copywriting, motion graphics

**Communication:** Excellent written and  
verbal communication, proofreading,  
highly effective visual storyteller

## Work Experience

SPRING 2023 - PRESENT

### Creative Director | *VisitAble*

- Produced, scripted, directed, and edited a video training, creating a B2B digital product contributing over \$90,000 in revenue
- Strategically planned and **executed B2B focused marketing campaigns** with the CEO, using an account based marketing approach
- Hire and manage vendors and agency contracts
- **Website traffic increase of 174%** and significant increase in lead generation

SPRING 2021 - PRESENT

### Content Marketing Manager | *Leah Croghan Creative LLC*

- Collaborate with clients to identify audience and develop content marketing strategies that engage the target audience, builds brand awareness, and drives conversions
- Developed and executed SEO strategies that **increased client's organic website traffic by 33% within six months**
- Produce multimedia branded content, including digital graphic design assets, copywriting, websites, print design, and video
- Create customized funnels, from brand awareness to lead generation and conversion, integrating value-adding content at all stages

SPRING 2021 - SPRING 2022

### Director of Marketing | *Great Turtle Kayak*

- Managed all inbound and outbound marketing efforts across multiple platforms, including the blog, events, social media, search engines, email, print, website, and testimonial incentive programs
- Created and implemented effective **lead magnet that resulted in a 230% increase in quality leads**, managed through HubSpot
- Led the design, content production, and execution of a social media strategy that **grew total follower base by 28% and increased engagement by 63%** over three months
- Designed automated email marketing campaign boosting reviews by over 300% in one month.

FALL 2018 - SPRING 2020

### Director of Visual Media | *VIM Magazine*

- Managed a film production team of over 20 people
- Directed and produced quarterly branded content documentary films that conveyed the brand message while aiming to expand audience

SUMMER 2019

### Branded Film Production Intern | *Farm League Film Company*

- Assisted the Head Editor in both creative decision-making and efficiency optimization for YETI, Patagonia, and Stumptown branded documentary films
- Produced weekly presentations reporting research on potential brand partners and real-life stories for possible narratives