

QUINN PIERCE

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PROFILE

Digital Marketer with 5 years of experience developing and executing creative, data-informed strategies across content, social, and email marketing. Skilled at staying ahead of evolving platforms, tools, and audience trends, with a proven track record of driving measurable growth through leadership and cross-functional collaboration.

KEY SKILLS

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|-------------------------------------|---|-------------------|
| ✓ Social Media Marketing & Strategy | ✓ SEO & Paid Media (Google Ads) | ✓ Email Marketing |
| ✓ Content Strategy & Copywriting | ✓ Google Analytics 4 & Data Analytics | ✓ A/B Testing |
| ✓ AI-Assisted Content Creation | ✓ Adobe Photoshop, Premiere Pro & Illustrator | ✓ Market Research |

PROFESSIONAL EXPERIENCE

Digital Content Specialist

June 2024 - Present

Horizon House Publications - Providence, RI

- Developed and managed professional webinars for clients, overseeing all aspects from planning to delivery.
- Edited and optimized HTML for high-impact marketing emails reaching an audience of 60,000+ subscribers.
- Curated and coordinated multiple newsletters by collaborating with clients, securing approvals, and ensuring high-quality content.
- Edited and enhanced podcasts while strategizing effective distribution methods to maximize reach and engagement.
- Managed the organization's YouTube and TikTok channels end-to-end, overseeing content planning, publishing cadence, and audience engagement, resulting in the acquisition of 3,000 new YouTube subscribers.

Digital Marketing Specialist / Creative Assistant

July 2023 - May 2024

New Miami Props - Miami, FL

- Conceptualized and designed the company's initial website, ensuring a visually appealing and user-friendly online presence.
- Reimagined the company's social media presence, strengthening brand visibility and audience engagement.
- Collaborated with the art director to bring creative visions to life, utilizing advanced technologies including ChatGPT, Midjourney, and DALL-E 2 for the development of compelling creative decks.

INDEPENDENT PROJECTS

TikTok Account - Cozy Craft

April 2024 - Present

- Created and organically grew a TikTok account to 100,000+ followers, grossing 36 million views in a single year.
- Developed and implemented a streamlined content strategy to create high-impact, engaging posts efficiently.

Crystal Fruit Games

September 2021 - Present

- Assisted and advised a small video game company's marketing strategy, guiding them on which social media channels to pursue and which outreach strategies to follow.

EDUCATION

Bachelor of Science in Marketing

University of Central Florida, Orlando, FL

June 2018 - August 2022