

# Halee Sommer

## Digital Marketing

### Brand and Content Manager

Fülhaus | 2020 - Present | Montreal, Quebec (Remote)

- Develop and implement omnichannel social media strategy targeting B2B and D2C audiences
- Develop editorial strategy for blog, The Moodboard
- Draft and publish SEO optimized blog posts for The Moodboard
- Segment paid social advertising with A/B testing according to audiences, locations, and post placements.
- Draft copy in line with UX best practices across web pages
- Coordinate content creation initiatives including video and photo shoots
- Create and monitor digital campaign collateral, such as social media graphics for Instagram, Instagram Stories, and LinkedIn

### Digital Marketing Associate

The Jewish Museum | 2018 - Present | New York, NY

- Schedule and monitor social media campaigns.
- Build and monitor Instagram Story materials.
- Design custom paid advertising campaigns for institution-wide initiatives, including exhibitions and ticketed programming.
- Segment paid social advertising with A/B testing according to audiences, locations, and post placements.
- Produce content pages to support SEO strategy via Medium.
- Create and monitor digital campaign collateral, such as social media graphics, audio and video, and web page updates.

### Masters Thesis

University of Florida | 2016 - 2017 | Gainesville, FL

- Launched multitiered research study examining audience cultivation for millennial generation within museums.
- Managed content creation, including images and copy, for campaign to market survey organically.
- Posted to social media and engaged with community via comments and replies.
- Generated analytical data to meet best practice marketing initiatives and campaign goals.
- Compiled, presented, and published findings.

### Education

**University of Florida, 2017**

Masters of Arts  
Museology

**University of Central Florida, 2014**

Bachelors of Arts  
Art History

### Certificates

Fundamentals of Digital Marketing, Google  
Google Ads Display, Google

### Digital Marketing

**Social Media**

Content Strategy, Community Building, Metrics Reporting, Paid Social Advertising

**Social Media Campaign**

**Management**

Later, Social Studio, Tweetdeck, Creator Studio

### Digital Strategy

**SEO&SEM**

Google Analytics, Google AdWords, Alt-Text for images,

**Website**

WordPress, ExpressionEngine, Strapi, Basic HTML

### Skills

AirTable, Air, Basecamp, Canva, Photoshop, Illustrator, Salesforce Marketing Cloud, Microsoft Office Suite