ISABELLA PERRIN

Cincinnati, Ohio | 330-998-1703 | Bellaperrin824@gmail.com | *Samples provided upon request*

CREATIVE SKILLS

Adobe Creative Suite, Canva, Figma, Unbounce

TECHNICAL SKILLS

Google Analytics, Power BI, HotJar, Constant Contact, Meta, Klayvio, SemRush, Sprout

EDUCATION

Bachelor of Arts & Sciences 2018 - 2022
University of Cincinnati | Interdisciplinary Studies
Summa Cum Laude

Google Analytics Certified 2022

Certified Digital Marketing Associate 2026
Digital Marketing Institute | Customer Experience

WORK EXPERIENCE

Marketing & Content Specialist Jan 2025 - Present
BidFTA Online Auctions

- Produced long- and short-form video, animations, stills, and carousels for Meta, TikTok, YouTube, and Google Display, generating 6.7M+ total views, and directed commercial productions with third-party agencies from storyboarding through final delivery.
- Co-led a full website redesign informed by on-site behavior analysis, optimizing design and copy, and lifting monthly site views by 223.52%.
- Led customer and segmentation research and persona development, then piloted gaming-focused creative and a gaming persona that drove 100,000+ incremental bids at a 34.75% conversion rate, tailoring messaging and creative by audience to improve customer retention.
- Wrote post-campaign wrap-up analyses and reported KPIs to the SVP of Strategy, identifying what worked and what didn't to inform future strategy and budget decisions.
- Served as interim department lead for 3 months, mentoring junior staff and launching Q1 campaigns that met the YoY conversion growth targets set by C-suite leadership.
- From pitch to production, led campaign creative that boosted organic social by 225% in engagement, 290% in views and resulted in a 96% hook rate in paid ad performance

Marketing & Content Coordinator Apr 2024 - Jan 2025
BidFTA Online Auctions

- Created video, GIF, static, and landing page content for full-funnel campaigns that helped drive a 50%+ increase in weekly registered bidders, turning around fresh designs in under a week.
- Owned creative direction and brand management, authoring the company's brand guidelines and aligning creative with the Email/SMS Specialist and Social Media Coordinator to keep branding consistent across web, mobile, app, email, SMS, social, and print.
- Rebuilt campaign landing pages and content around the customer journey, achieving a 2.64% conversion rate on key events.

Marketing Coordinator Feb 2023 - Apri 2024
Strategic Franchising

- For over 150+ franchise locations, executed an omnichannel strategy including Meta, TikTok, YouTube, Google Display, paid social, paid organic, influencer, and affiliate marketing; launching campaigns on time, in full, and with high executional value.

Freelance Marketing Lead May 2023 - Oct 2023
Moncharle Feature Film

- Developed and co-led the digital marketing and social strategy to generate leads for the sales process during the theatrical and digital release of the film, in addition to garnering film partners for other commercial and creative projects.
- Managed outreach as a grassroots effort to increase reach and interest to boost lead generation and demand.