

# Victoria Ward

## DIGITAL MARKETING STRATEGIST

Experienced digital marketer with strong communication skills, brand strategy execution, and campaign development.

### WORK EXPERIENCE

#### Senior Digital Communications Specialist

IAT Insurance Group | April 2019 - Present

- Manage corporate website through SiteFinity CMS
- Develop and execute social media strategy and content
- Concept and develop paid search and SEO programs to support company marketing goals
- Track, analyze, and report on metrics related to published content and campaigns

#### Senior Digital Marketing Strategist

Capitol Broadcasting Company- WRAL Digital Solutions | March 2016 - April 2019

- Exceeded yearly team revenue goals by more than 110% in 2016, 2017 and 2018
- Developed and optimized multi-channel marketing strategies for businesses
- Provided media marketing research and educated business owners and stakeholders on best practices
- Managed up to 35 clients' marketing campaigns with various projects and deadlines

#### Digital Sales Associate

Raycom Media- WECT-News | January 2014 - February 2016

- Assembled monthly and quarterly advertising reports to showcase ROI to partners and business owners
- Created unique content for sponsors and updated website CMS
- Executed social media calendar and sponsored content on WECT's news platforms

### EDUCATION

#### University of North Carolina Wilmington

B.A. Communication Studies | August 2011 - May 2015


- Public Relations Concentration
- Minor in Leadership Studies


#### University of North Carolina Wilmington


M.A. Integrated Marketing Communication | March 2021 - October 2022




### CONTACT INFORMATION

 Raleigh, North Carolina

 919-801-7295

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 [@victoria~ward](#)

### SKILLS

- Social Media
- Google Analytics
- Google AdWords
- Website Development
- Microsoft Office
- Paid Advertising
- Event Planning
- Search Engine Optimization
- Content Creation
- Reputation Management

### CERTIFICATIONS

- Google Analytics
- Google AdWords
- Google Display
- Crucial Conversations
- Second Street- Contest Planning
- HubSpot
- AINS 101