

Debora Callison

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EXPERIENCE

Goldsmith Gallery Jewelers, Billings, MT (work remotely) — *Web Management/Digital Marketing/Graphic Designer*

January 2017- PRESENT

Responsible for managing all marketing aspects for a high-end jewelry store which includes targeted social media ads, brand management, email blasts, AdWords PPC, campaign creatives and website content implemented with SEO/SEM strategies streamlined through the use of Analytics. Manage CRM. Develop and take ownership of the framework, goals, validation and efficacy of Omni-channel Marketing/CRM campaigns. Create/edit short videos for digital media. Product photography/retouching. Create billboards throughout Billings. Establish goals aligned with the sales team to achieve the best ROI possible. Answer Google reviews and liaison of Rolex correspondence. Write content for blogs, website and marketing materials; Develop creatives with CTA and corresponding landing pages. Create reports on campaign effectiveness. Correspond with all social media inquiries. Coordinate all campaign events.

Design by Strength — *Owner/Creative Director*

June 2010 to Present

Manage all aspects of digital marketing from concept to final product. This involved the use of analytics from various social media platforms to streamline the marketing budget. SEO/SEM strategized campaigns utilizing KPI's and ultimately achieving high ROI over previous metrics. Create engaging posts, billboards, brochures, logos and website designs.

Ultra Graphics, Billings, MT — *Graphic Designer*

April 2013 to August 2015

Initiated concept to final printed product for B2B/B2C. Worked with clients to conceive designs and consistently meet tight deadlines. Create highly persuasive sales and marketing presentations. Design and produce programs, newsletters and multi-page brochures. Work directly with the printing dept. to create the most cost-effective piece.

Montana Silversmiths, Columbus, MT — *Product Development Coordinator*

April 2013 to August 2015

Responsible for all phases of the home decor products produced overseas. Initiated and gathered concepts, rendering them visually via Photoshop and Acrobat for presentations, gathering responses and analyzing data. Communicated and submitted requests for bids to various vendors, approve or reject factory prototypes after inspection. Photography of products for marketing and database.

Parks Real Estate, Columbus, MT — *Marketing Coordinator*

April 2008 to August 2010

Manage CRM, answer phones and greet visitors. Revamped logo, create brochures; SEO website ranking page one, top 3.

COMPUTER SKILLS

Software includes:

Adobe CS - InDesign, Acrobat, Photoshop, Premier

Video- create and edit

Photography-product, retouching, still and motion

Microsoft - Word, Excel

Google - Adwords, Sheets, Docs, Calendar, Tag Manager, Analytics, Console, Data Studio, Analytics

Social Media - Facebook, Instagram, Pinterest, YouTube

Project Management - Slack, Trello, Zoom

Email - Constant Contact

CRM Management - The Edge, MLS for Parks Real Estate

Website Development:
Big Commerce, Magento, Weebly, Dreamweaver, WordPress

Working knowledge of HTML, CSS, and JavaScript development

EDUCATION

Bucks County Community College, Newtown, PA
—56 credits

Majored in Marketing, Graphic Design and Journalism

ACCOMPLISHMENTS:

Freelance Digital Marketing Specialist

Accelerated SEO by strategic content writing and back-end coding resulting in top page rank.

Goldsmith Gallery Jewelers:

Continuously increased profits by a 20-40% margin yearly w/ team.

Increased social media targeted audiences by 4 x's over 3 years.

Created new innovative campaigns used to drive traffic and profit.

