

# Shari Reynolds

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## RESULTS-FOCUSED, GROWTH-DRIVEN DIGITAL MARKETING & CONTENT CREATION

Creative Storytelling | Customer Journey | Content Planning | Project Management

-Hands-on marketing writer with proven success producing compelling marketing campaigns and leading end-to-end marketing projects by defining project vision and building strategic roadmaps aligned with creative storytelling and the latest marketing automation, platforms, and methodologies including Hubspot and other CRM platforms.

-Deliver rich blend of marketing and business acumen combined with technical and creative background.

Expertise Across...

- Marketing Project Management • Campaign Creation & Writing • Customer Journey Development
- Email Marketing Campaigns • Drip Email Campaigns • Creative Projects • Communication Plans • Storytelling • CRM Strategic Consulting • Social Media • Blog • Content Calendars • Campaign Management • eBooks

## Professional Experience

Digital Marketing and Content Consultant/Freelance, San Miguel de Allende, Mexico & Fort Worth, TX 09/2002 to current

**SNAPSHOT:** Marketing writer and consultant for hospitality and luxury brands, creating digital marketing programs for luxury hotels and real estate firms by leveraging SEM, SEO, PPC, retargeting, email, social and local event marketing based on customer journey experiences. Created social media strategies, email marketing programs and lead generation systems including sales funnels with paid campaigns, landing pages, and drip email campaigns. Consulted with hospitality clients on revenue management strategies, campaign development, and reporting; built customer dashboards to measure KPIs.

### SELECT CLIENTS AND KEY RESULTS

- CDR San Miguel/Christie's International Real Estate.** Doubled web traffic through strategic digital and email campaigns targeting prospective buyers in key feeder markets for this luxury real estate firm. Created highly effective lead generation programs with drip email campaigns with conversion rates averaging 10%, open rates of 30% and click-through rates of 27%. Increased luxury sales by 50-75% between 2015-2019.
- Hotel Matilda.** Led sales and marketing team through strategic planning sessions to identify customer profiles and effective strategies for reaching key audiences along the customer journey for this top-ranked luxury boutique hotel in Mexico. Developed and produced email marketing and paid social campaigns to foster awareness, promote hotel, restaurant and spa sales with open rates averaging 25% and conversion rates of 10-15%.
- Hacienda Los Picachos.** Developed identity system and storytelling-style copy for the website based on customer profiles and the customer journey taking this hospitality group from an events center to a successful hotel and wedding destination. Tripled direct booking revenue in the first year. Increased wedding and event bookings by 100% in a two-year period.

## Prior Professional Experience

Director Interactive Division | Fellers Advertising, Austin, TX

- Designed successful new business development strategy for digital marketing solutions; led cross-functional team of 10.

Founder & Technical Team Lead | Cool Pages, Round Rock, TX

- Launched startup, spearheading 200+ digital projects for Fortune 100 clients, including Dell, IBM, and 3M.

Technical Writer, Web Design | Dell, Austin, TX

- Designed digital training products for internal sales and technical teams at Dell University.

## Education and Certifications

Studied Business Administration/English Literature, University of Texas, Austin, TX

### CERTIFICATIONS:

- Project Management Professional (PMP) | Expected September, 2020

### TECHNOLOGY:

- Platforms: Google Ads | Facebook Ads | Hubspot | Asana | BaseCamp | Sales Force | WordPress | Shopify
- Tools: Adobe Photoshop/InDesign | Office Suite | SEO/SEM/PPC | HTML/CSS