


BRITTANY MATHIOWETZ

MARKETING PROFESSIONAL

CONTACT

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EDUCATION

BACHELOR OF ELECTIVE STUDIES, MINOR IN ENTREPRENEURSHIP

Emphasis in Marketing,
Graphic Design, Photography

St. Cloud State University
2001 - 2006

EXPERTISE

Content Creation

Social Media Strategy

Storytelling

Email Marketing

Community Management

Brand Development

Event Planning

E-commerce

PROFILE

Dynamic marketing director with 10+ years of experience developing and executing marketing strategies for nonprofit organizations and small-to-midsize businesses. Innovative thinker devoted to furthering missions of purpose-driven organizations that are committed to sustainability, diversity, and inclusion.

EXPERIENCE

OWNER + CREATIVE CONSULTANT

BRYMA Designs | Jun 2020 - Present

Full service marketing professional specializing in purpose-driven small businesses and nonprofits with all their marketing needs, including but not limited to:

- Website Development & Management
- Graphic Design
- Content Creation, including photography & videography
- Pinterest Management
- Brand Development
- Email Marketing
- Marketing Strategy

CREATIVE DIRECTOR

Smiling Tree Toys | Mar 2013 - Present

Develop and design new products in line with company mission. Establish and implement strategies to increase sales through social media platforms. Create videos, graphics, and written content for online properties. Maintain website according to SEO best practices.

- Produced videos effectively explaining the business owner's "why" story.
- Recently launched new line of sustainable corporate gifts under sub-brand, Smiling Tree Gifts.

DIRECTOR OF MARKETING

Children's Museum of Southern Minnesota | Apr 2019 - Aug 2020

Directed a team of 8+ in Marketing & Guest Services department. Developed & implemented marketing plan in alignment with organizational strategic plan.

- Captured 73 video impact stories in 2020 from member families, donors, and volunteers.
- Spearheaded website redesign, increasing online visitors by 152% while coming in under budget.
- Created marketing materials and publicized events through social media, increasing attendance at fall fundraiser by 25%.
- Established new fundraising platform to secure funds for the expansion of outdoor nature-based play area.

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MARKETING PROFESSIONAL

SKILLS

TECHNICAL

Adobe Creative Suite

WordPress

Web Analytics

SEO

CRM

Copywriting

Photography

Squarespace

Klaviyo

Mailchimp

PERSONAL

Creativity

Organization

Efficient

Innovation

INTERESTS

Music

Art

Reading

Fitness

Travel

EXPERIENCE (CONT'D)

MARKETING ASSISTANT

The Grand Center for Arts & Culture | Sep 2017 - Mar 2019

Expanded organizational communications by revitalizing existing channels and introducing new initiatives across traditional and digital platforms. Instituted strategies to increase memberships, donations, and attendance to events.

- Launched organization's first Creativity Camps for children ages 5-12.
- Developed consistent branding across all platforms, resulting in increased brand recognition and trust.
- Redesigned website with e-commerce capabilities, resulting in increased class participation and donor contributions.

MARKETING SPECIALIST

Altimate Medical, Inc | Apr 2013 - Sep 2017

Developed and implemented digital marketing strategy to increase brand awareness. Utilized analytics to improve conversions. Generated and sourced content for social media, blog, and website use. Organized and promoted trade show events.

- Recruited and guided team of 19 blog contributors and online influencers.
- Increased traffic to website resulting in a 21% rise in quality sales leads.
- Increased Facebook followers from 8,823 to 63,006.

PHOTO EDITOR

Bic Graphic | Sep 2006 - Mar 2013

Researched, selected, and licensed photos and artwork for product lines. Communicated and directed photographers, artists, and stock photo agencies to provide appropriate imagery. Negotiated reproduction rights and fees for image use and created appropriate paperwork for the purchase of those rights. Managed stock line photo selection process including establishing and maintaining deadlines. Assisted in new product development process. Kept accurate records for all images and purchases. Archived and managed all digital assets.