

TRISTINY BELL

MARKETING | MEDIA | BRANDING

CONTACT

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- www.tristinybell.com

SKILLS

- Digital Marketing
- B2B and DTC
- Campaign Management
- Brand Management
- Recruitment Marketing
- Paid Social Media
- Media Planning
- Digital Display Ads
- Social Media Strategic Planning
- Communications Content
- Digital Graphic Design
- Event Management

TECHNICAL SKILLS

- Adobe Creative Suite
- Facebook Ad Manager
- Google Analytics
- Google Ad Manager
- Campaign Manager
- Operative One
- DV360
- FreeWheel
- Salesforce Platform
- Salesforce's Social Studio
- Hubspot Social Media Certification
- Hootsuite Platform Certification
- HTML/CSS basic coding

EDUCATION

BS, Communication & Info
University of Tennessee of Knoxville
2014-2018
Major: Advertising
Minor: Business Administration

MS, Digital Marketing
East Tennessee State University
2020-2024
Master of Science Candidate

ADVERTISING & MARKETING EXPERIENCE

Associate Media Manager

Merkle, Inc

April 2022 - April 2023

- Lead, plan, and manage Paid Social and Display media campaigns for financial and retail clients with focuses on key metrics and ROI goals established
- Optimize Brand, Engagement, Prospecting, and Remarketing campaigns to achieve campaign objectives and goals
- Manage paid media budget and reporting to ensure efficiency for multi-million dollar budgets in ad spend

Brand & Media Manager/Consulting

Freelance

Dec 2018 - Aug 2022

- Strategize with clients to deliver brand development strategies and media planning as they grow their business.
- Develop brand guidelines, design logos and advise social identity
- Optimize and analyze Paid Social campaigns for maximum ROI.
- Manage and Foster partnerships for branding opportunities and partnerships

Talent Acquisition Marketing Advisor

FedEx Services - Contractor

Jan 2021 - April 2022

- Plan and manage external recruitment campaigns with agencies and vendors
- Create and implement marketing strategies for the Talent Acquisition team and related recruitment events
- Collaborate with cross-channel to deliver marketing campaigns/content and make technology recommendations

Digital Ad. Operations Coordinator

Discovery, Inc.

Aug 2020 -Jan 2021

- Execute traffic set ups and manage creative assets for video and display ad campaigns
- QA campaign set ups to ensure accuracy and follows brand guidelines
- Troubleshoot active campaigns, creative implementation tags, and 3rd party measurement pixels, discrepancies and parameters, like Sizmek, Extreme Reach, Nielsen, and MOAT.
- Traffic special event campaign set ups such as Urban Oasis, Shark Week and Dream Home

Marketing Coordinator

TLD Logistics Services

Feb 2019 - Aug 2020

- Develop in-house Marketing Department for all 11 national locations
- Traffic and manage digital media campaigns & media budget : +30% increase in engagement
- Manage all third-party vendor and partnerships for campaigns, event, and trade shows