

CHRISTY DEANGELO

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SKILLS

Digital Marketing, Web Content Management (WordPress, Wix, Basic HTML), Graphic Design (Adobe InDesign, Adobe Illustrator), Content Marketing, Email Marketing / Marketing Automation (MailChimp, VerticalResponse, Sense), Presentation Design, SEO, Social Media (Buffer), Surveys

EXPERIENCE

StoCastic, LLC | Baltimore, MD

Web Content Manager / Digital Marketing, May 2018-Present

Project-based

- Established the StoCastic brand – logo, color scheme, typography, website – through branding and design exercises
- Project managed StoCastic's website build through high-fidelity prototypes for version 1.0; performed all project management and web design / development for the website 2.0 (current)
- Formed SEO backbone resulting in web traffic 42% of that traffic coming from organic search.
- Designed and developed marketing materials, product posters, and conference giveaways, establishing and managing ad specialty vendor relations.

Barrevolution | Baltimore, MD

Web Content Manager / Digital Marketing, May 2018-June 2019, January 2020-Present (Gap due to change in ownership)

Instructor, October 2017-Present

Project-based

- Spearheaded web content edits and updates from digital asset management to new page creation
- Re-optimized all web pages for SEO with, on average, 65 percent of all traffic coming from organic search
- Deployed monthly email marketing publications through MailChimp, achieving on average 40 percent open rate to a 1,500+ list size
- Managed Facebook and Instagram accounts and produced social media marketing ads, engaging existing and prospective clients through visuals and video
- Assisted the owner in week-to-week studio management
- Certified in Barre (Barrevolution, AAFA NASM) and TRX for Yoga (TRX – Live Course – ACE, PTA global, NASM, AFAA)
- Provided best in class client experience for each barre class, considering environmental factors, such as lighting, room temperature, and music to individual workout level

Profiles Placement Services, LLC | Baltimore, MD

Digital Marketing Manager, February 2020-Present

Digital Marketing Specialist, January 2017-February 2020

Digital Marketing Coordinator, January 2015-January 2017

Marketing Intern, July-December 2014

- Increased candidate conversions by 97 percent through email marketing campaigns with 100 percent increase in email sends YoY
- Improved email marketing analytics hygiene through proper UTM tracking codes
- Launched Profiles' employer brand through candidate and client outreach initiatives, propelling the company from zero reviews on Google to five-star ratings
- Founded and improved company promoter scores for candidate and client audiences by deploying quarterly Net Promoter Score (NPS) surveys, raising scores as low as 9 to 85 through customer surveys and feedback analysis
- Awarded ClearlyRated's Best of Staffing® for both Client and Talent Satisfaction (2018 [Client-Only], 2019, 2020)
- Drove web traffic and conversions through social media strategy and management (Facebook, LinkedIn, Instagram, Google+, Twitter)
- Enforced content marketing through creative direction and keyword strategy by overseeing a team of content strategists and writers
- Strengthened job post visibility on job boards and search engines through search engine optimization (SEO)
- Decreased webpage load integrity through image compression exercises

EDUCATION

Point Park University | Pittsburgh, PA | 2014

Bachelor of Arts, Double Major in Advertising and Public Relations & Multimedia

Interaction Design Foundation (IDF) | Online | 2020

Courses in progress:

- User Experience: Beginner's Guide
- Web Design for Usability