

# Stacy E. Reed

## Marketing Manager

[sreed2582@gmail.com](mailto:sreed2582@gmail.com) | (410) 718-7518 | [www.Linkedin.com/in/sreed2582](http://www.Linkedin.com/in/sreed2582)

### EXPERIENCE

---

#### MARKETING COMMUNICATIONS MANAGER

Frias Transportation Management | Las Vegas, NV | 2017 - Present

*Annual revenue \$100M+ and 2,000 employees*

- Promoted from Online Communications Specialist to oversee project management and strategy for allocation of marketing budget across 4 brands.
- Collaborates cross-functionally to build creative marketing campaigns across search, display, social and video on channels such as Facebook, Instagram, Twitter, Youtube, and Google Adwords that continues to be the **highest source for new driver leads**.
- Runs end-to-end location based Facebook and Instagram marketing campaigns and tests to combat competitors while keeping the **cost per click (CPC) averaging \$0.01**.
- Creates internal events, content and surveys to increase engagement amongst 2,000 employees.
- **Reduces company marketing costs by at least 17%** by sourcing new third party vendors, cutting extraneous expenses and taking over graphic design work.
- Implements search engine optimization (SEO) best practices on FriasJobs.com to **increase organic search traffic by 17%** compared to last year.

#### ONLINE COMMUNICATIONS SPECIALIST

Frias Transportation Management | Las Vegas, NV | 2014 - 2017

- Spearheaded Las Vegas launch of Curb, on-demand taxi app, that **increased overall ridership in target areas by 34%** using social media, SEM, display, online video, event marketing, and content creation to combat new competitors Uber and Lyft.
- Managed a small team in developing local partnerships and delivering graphic design creatives in targeted areas to increase downloads and usage of app.
- Analyzed data, including the Las Vegas Visitor Survey, to create actionable, targeted national campaign strategy.
- **Increased mobile app promo code usage by 36%** by implementing digital media campaigns targeting Life is Beautiful Music Festival attendees.
- Created B2C email marketing campaigns **increasing open rates to 21%**.
- Managed content, search engine optimization (SEO) and branding of 4 websites with an average of 20,000 visits per month.
- Optimized landing pages using A/B testing to reach **conversion rates of 26%**, converting web traffic into sales.

#### FREELANCE DIGITAL MARKETING COORDINATOR

Freelance Marketing Agency | Baltimore, MD | 2011 - 2017

- Built WordPress websites, social media channels, digital media, and content creation for clients in entertainment, beauty, health/wellness, medical, and higher education.
- Increased walk-in traffic using video marketing and location-based paid social media with **average click-through-rate (CTR) of 4%**.

#### MARKETING COORDINATOR

Wagonheim Law | Baltimore, MD | 2011 - 2013

*Innovative B2B Law Firm*

- Built content marketing, email marketing, lead generation, and lead nurturing funnels that became one of the **highest sources of new clients**.

### EDUCATION

STEVENSON UNIVERSITY | Baltimore, MD | 2007 - 2010

*Bachelor of Science, Business Communication*

### SKILLS

---

Adobe Photoshop  
Adobe Illustrator  
Google Analytics

HTML  
GSuite  
Hootsuite

Salesforce  
Slack  
WordPress