

A/T

Angela Toland

ABOUT ME

I'm an high-performance content and social media specialist with six years of experience in content management, marketing, social media, and public relations.

I've helped nonprofits to SaaS startups increase their brand awareness through cross-channel marketing strategy and execution that delivers measurable results.



PHONE

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EMAIL

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WEBSITE

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EXPERIENCE

January 2020– Present

Marketing, Events, and Digital Initiatives Manager • United Way of the CSRA • Augusta, GA

- Manages the organization's internal and external communications, social media profiles and website using a \$25,000 budget with a goal to increase brand recognition across the CSRA.
- Developed first comprehensive marketing-communications calendar for the organization and uses data to determine which channels to prioritize and content frequency.
- Works closely with Resource Development team to develop compelling marketing collateral that drives donor action.
- Strategizes, plans and executes annual fundraising campaign kickoff and celebration events. Pivoted in-person events to a virtual format during COVID-19, resulting in a 10% increase in event registrations.
- Collaborates with CEO and United Way Board of Directors to continually update marketing strategy.

February 2019– December 2019

Marketing Content Manager • Cities West Media (PHOENIX and Phoenix Home & Garden magazines) • Scottsdale, AZ

- Developed, wrote and delivered print and digital special advertising sections totaling \$2.8 million per year, sponsored content, e-newsletters, social media content and marketing collateral for both brands.
- Assisted Marketing Director with planning, promotion and implementation of *PHOENIX* magazine's first Best of the Valley Celebration event and Phoenix Home & Garden magazine's annual Garden and Home Tours.
- Coordinated with sales team to develop, fulfill and edit client digital materials.
- Provided social media training and support to team.

June 2017– February 2019

Social Media Specialist • Reputation.com • Tempe, AZ

- Wrote daily social media posts and created custom graphics and video for more than 700 U.S. and international clients using the company's social curation tool. Responded to comments and customer inquiries in a timely manner.
- Managed Facebook advertising campaigns for select Ford dealerships.
- Created social media strategy presentations for CEO and monitored social media tool for product enhancements.
- Awarded Best Social Media Graphic in internal team competition in June 2017.

May 2015– June 2017

Social Media Coordinator • Reputation.com • Tempe, AZ

- Wrote daily social media posts and created custom graphics and video for 50 U.S. clients in industries ranging from automotive to healthcare.
- Collaborated with product development team to create and spearhead the company's first social media curation tool, with enrollment that grew from 100 U.S. based clients to more than 700 U.S. and international clients by June 2017.
- Assisted Social Media Manager with Facebook advertising campaigns for select General Motors dealerships.

EDUCATION

Arizona State University, Phoenix, AZ

2011-2015

Walter Cronkite School of Journalism and Mass Communication
Bachelor of Arts (BA): Journalism and Mass Communication
(Emphasis in Public Relations)

PROFESSIONAL SKILLS

B2C and B2B Marketing Strategy, Brand Management, Content Marketing, Copy Writing, Digital Marketing, Email Marketing, Graphic Design, Organic and Paid Social Media Management, Online Reputation Management, Project Management, SEO, Website Management
