

Emily Counts



// Contact

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// Core Strengths

- Content marketing
- Social media strategy and management
- Graphic design and layout
- Writing and editing
- Project management
- Cultivating relationships
- Self starter
- Streamlining processes

// Technical Skills

- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop
- Google Apps
- Google Analytics
- HTML fundamentals
- Photography
- Various social media channels
- Various social media schedulers
- WordPress

// Education

Wartburg College | Waverly, Iowa
Graduated December 2010
B.A. Communication Arts
Public Relations Emphasis
Leadership Minor

// Marketing & Communications Experience

MARKETING COORDINATOR

July 2017–present

Hirsh Industries – office furniture manufacturer | West Des Moines, Iowa

- Collaborate with sales and marketing teams in planning promotional strategies to drive sales that span national retail, e-commerce, wholesale and dealer channels
- Create and maintain a suite of product information and sales materials for 3,000+ items, including price sheets, sales sheets, awareness pieces and technical documents
- Currently spearheading task force to implement product information management (PIM) software to house all product details and digital assets in one centralized location
- Established branding strategies and formal brand standards for company's five brands
- Produced inaugural 60-page product catalog, including ideation, content and design
- Collaborate with agencies to develop packaging designs and point-of-purchase materials
- Manage extensive image library and handle image requests from customers
- Define image requirements for use by design agencies and third-party photographers
- Oversee and maintain company's website; currently leading efforts for a site redesign
- Proofread and coordinate internal approvals for customer websites and catalogs

DIGITAL ENTREPRENEUR AND PUBLISHER

August 2013–present

Small Stuff Counts blog | smallstuffcounts.com

- Develop and execute strategic content marketing plan and manage editorial calendar
- Produce visual and written content for weekly blog posts, newsletters and social media
- Engage in sponsored campaigns and collaborations with national brands; craft creative content proposals, manage project timelines and create unique content featuring brands
- Measure performance and progress toward goals using Google Analytics data; currently achieve more than 35,000 monthly page views
- Self-published 80-page ebook about time management, including all writing, graphic design, photography, branding and marketing
- Utilize SEO best practices, including keyword research and content structure
- Continually refine social media strategies to maximize click-throughs and engagement
- Utilize social media schedulers and digital tools to manage multi-platform content across website, email, Pinterest, Instagram, Facebook and YouTube
- Design printable worksheet PDFs to share with readers and grow email list
- Cultivate an online community of thousands of women across North America
- Investigate current social and digital marketing trends to inform strategic initiatives

MARKETING CONSULTANT

November 2016–July 2017

Counts Creative | Ankeny, Iowa

- Developed strategic marketing initiatives and executed marketing tactics for clients
- Directed brand creation for startup hotel and produced a full suite of marketing materials that communicate the brand promise; managed relationships with external vendors
- Produced digital content, websites and graphic design pieces for numerous clients
- Conducted interviews and wrote feature articles for Wartburg College alumni magazine, that illustrate the college's brand and mission
- Generated in-depth audits of clients' marketing materials, provided recommendations for improving exposure and brand consistency, assisted in execution of established plans
- Cultivated client relationships and presented project proposals

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// References

RACHAEL KINNICK

Chamber Director
Grinnell Area Chamber of Commerce
● rachael@getintogrinnell.com
● 641-260-1858

SALLY LANG

Grinnell Tourism Committee and
Grinnell Chamber of Commerce
Board of Directors
● schwit@windstream.net
● 641-990-4904

SARAH SMITH

Program Manager
Grinnell College Office of
Community Enhancement
and Engagement
● smithsa2@grinnell.edu
● 641-990-5887

ANN VOGELBACHER

Executive Director
Central Iowa Tourism Region
● ann@iowatourism.com
● 515-832-4808

// Marketing & Communications Experience

RETAIL BUSINESS OWNER

May 2014–May 2017

Video Game Retail Store | Grinnell, Iowa

- Created and pitched business plan, successfully securing financing for venture
- Established and managed social media presence as store's primary marketing channel
- Drove in-store traffic and sales through organic and paid social media strategy
- Actively responded to customer inquiries on social media pages
- Designed print advertisements, digital graphics and point-of-purchase signage
- Analyzed business performance and compiled financial reports

TOURISM DIRECTOR

January 2014–October 2016

Grinnell Chamber of Commerce/Convention & Visitors Bureau | Grinnell, Iowa

- Pioneered the creation of a comprehensive community tourism marketing strategy
- Executed organization's marketing strategy and monetized communication channels
- Awarded 'Publication of the Year' from a six-state association for weekly e-newsletter
- Earned six Iowa Tourism Awards, including Outstanding Social Media Execution, Outstanding Event and Outstanding Collaboration
- Grew organization's audience and authority through multi-platform social media strategy that utilized both organic and paid promotions
- Overhauled visitor guide, including complete redesign and new content; underwrote printing expense through the creation of innovative advertising opportunities
- Managed launch of website that strategically aligned with community brand
- Orchestrated a variety of special events, including festivals, ribbon cuttings and meetings
- Collaborated with core community leaders to undertake an application for Iowa Reinvestment Act Funding, securing \$6.1 million for community growth initiatives
- Served on the Central Iowa Tourism Region board of directors

COMMUNICATIONS MANAGER

September 2011–December 2013

Grinnell Chamber of Commerce/Convention & Visitors Bureau | Grinnell, Iowa

- Built citywide communication channels that positioned organization as the hub of community information
- Created an integrated marketing campaign for annual Grinnell Games festival, which contributed to a 250 percent increase in event participation over a two-year span
- Directed public relations for innovative restaurant competition, resulting in national media attention and the opening of a new local restaurant
- Revamped retail recruitment and economic development marketing materials

PUBLIC RELATIONS MANAGER

January 2011–September 2011

Grinnell Chamber of Commerce/Convention & Visitors Bureau | Grinnell, Iowa

- Co-chaired RAGBRAI committee and coordinated city's public relations efforts in preparation for 28,000 overnight visitors
- Managed daily operations and marketing for a retail incubator storefront
- Launched Grinnell young professionals organization, planned programming for group