

# WHITNEY WRIGHT

WHITNEYWRIGHTPORTFOLIO.COM

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## EXPERIENCE

### **Illinois Alliance for Clean Transportation, Remote, Contract**

DIGITAL MARKETING CONSULTANT: DECEMBER 2023 - PRESENT

- Organizing funding and coalition sponsorship information to design engaging documents via Adobe InDesign
- Increasing public education on clean fuels through creating and sharing researched content on social media
- Writing informational blogs and press releases to garner interest in clean fuels and partners to the coalition
- Coordinating events with team members and promoting through social media and email marketing

### **Ezoic, Carlsbad, CA**

DIGITAL CONTENT AND EVENTS MANAGER: NOVEMBER 2021 - JULY 2023

- Led content creation across multiple channels, including blogs, press releases, case studies, social media, videos, podcasts, and email campaigns
- Planned, coordinated, and executed international and stateside industry events, connecting attendees with global experts for knowledge-sharing and networking
- Facilitated company's Corporate Social Responsibility (CSR) marketing efforts, collaborating with nonprofits and other CSR team members at Ezoic

CREATIVE MARKETING MANAGER: SEPTEMBER 2019 - NOVEMBER 2021

- Moderated panels and presented at digital publisher-facing events hosted at various Google offices worldwide
- Frequent guest host on Ezoic's digital publishing news and trends weekly podcast series
- Managed company website via WordPress, enhancing user experience and maintaining visual appeal
- Developed and produced multiple digital publishing video series and contributed key insights to Ezoic's blog

CREATIVE MARKETING ASSOCIATE: SEPTEMBER 2018 - SEPTEMBER 2019

- Provided graphic design, photography, and video production on products and digital publishing developments
- Conducted interviews with satisfied and successful customers to create engaging case studies for sales use
- Expanded Ezoic's social media presence by posting content, engaging with audiences, and tracking analytics to optimize strategies

## EDUCATION

### **Azusa Pacific University, Azusa, CA**

BACHELOR OF ENGLISH, MINOR IN ART: AUGUST 2010 - MAY 2014

- Studied at humanities-focused High Sierra Program near Yosemite, CA, in 2011
- Selected to read authored poetry at university-wide *Writers Read* in 2013
- Published short fiction in university's literary and art journal, *The West Wind*, in 2014

## SKILLS

Adobe InDesign, Illustrator, Photoshop, Lightroom, & Premiere Pro

Content creation & editing

Graphic design

Project management

Problem-solving

Government contracts and grants

Administrative support

## QUALITIES

Self-sufficient

Resilient

Curious

Resourceful

Intuitive

Creative

Collaborative

Organized