



PROFILE

Currently working as the Marketing Manager at an experiential marketing agency and pursuing my **MBA** in Marketing.

CONTACT

PHONE:
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SKILLS

Social Media Marketing
Graphic Design
Email Marketing
Content Marketing
Copywriting
SEO
Brand Development
Photography
Videography

Microsoft Office Programs
Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe Premiere Pro

Hootsuite Platform Certification
Social Media Marketing Certification
Google Ads Search
Google Analytics Certification

SHELBY LUBOW

Marketing Manager

EDUCATION

Cascadia College – AA in English

09/2016 – 06/2018

Running Start Program while attending Juanita High School

Western Washington University – BBA in Marketing

09/2018 – 07/2021

Participated in the Theatre program. Graduated a year early.

WORK EXPERIENCE

Marketing Manager, ImagiCorps

05/2022-Current

- Managing** all marketing initiatives
- Overseeing all aspects of company **branding**, governing brand guidelines and ensuring consistency
- Leading** the design team for marketing projects and content
- Redesigning and managing company **website, SEO, and Google Ads**
- Capturing and editing **photo** and **video content**
- Managing **social media** and **email** marketing
- Creating and managing **capability decks** and **presentation materials**
- Analyzing key performance data, creating reports and recommendations

Marketing Manager, Hancock.ink

11/2022 – 9/2023

- Managed website and platform redesign and maintenance
- Website **Copywriting**
- Creating **go-to-market** strategies
- Managed website **SEO**, raising site hits, lowering bounce rate
- Managed paid and organic traffic, **Google Ads** and **email campaigns**, raising **conversions** to over 200% year over year
- Managed developers using **GitHub** and **Figma** for website/platform bug fixes, updates, and improvements

Brand Development Manager, SportsFan Gaming

09/2020 – 05/2022

- Designing and developed the brand of the mobile app
- Creating the **brand logo** as well as other **UI designs** within the application
- Designing creative solutions for **user experience** from a branding perspective
- Created a **Brand Guide** and **User Guide** for beta and product launch
- Investor presentation materials
- Website Design**
- Website **Copywriting**
- Digital Marketing** and **social media** for initial platform presence creation and ---
- SEO** for website

