



Lottie Staggs

Digital Marketing + Social Media Strategist

A lifelong writer and creative at heart, I desire to use my skillset to serve others.

I am a professionally trained writer with over a decade of creative storytelling & strategic writing experience. I specialize in social media management, content strategy and digital content marketing with 7+ years at an agency and 4 years in a corporate setting. I continually hone my skills as a creative communicator; I take on freelance work in video production, photography, graphic design, and am adding new skills to my repertoire by training in web content & design and pursuing UX/UI certification via NN/G.

Contact

Phone

641-660-9869

Email

staggslottie@gmail.com

Portfolio

lottiestaggs.com/portfolio

LinkedIn

linkedin.com/in/lottiestaggs

Education

2010-2013

BA, General Communications

University of Northern Iowa

2010-2013

Minor, Journalism

University of Northern Iowa

Expertise

- Social Media Marketing
- Paid Social: Media Planning, Buying
- Community Mgmt. & Engagement
- Social Reporting & Analysis
- Creative Direction
- Brand Digital & Content Strategy
- Cross-Channel Campaign Planning
- Video Production
- Visual Layout & Design
- Public Speaking, Presentation

Skillset At-A-Glance

- Social Channels: Facebook, LinkedIn, Instagram, TikTok, YouTube
- Social Ad Tools: Meta Ads Manager, LinkedIn Business Manager
- Social Publishing/Reporting: HootSuite, Sprout Social, HeyOrca
- Creative Software: Adobe Lightroom, Photoshop, InDesign, Illustrator, Premiere Pro, Canva, Figma
- Web Platform/Analytics: WordPress, Squarespace, Google Analytics
- Business & Other: Google Workspace, MS Office Suite, Monday, Wrike, Slack

Experience

Social Media Manager

Bernstein-Rein Advertising



2018-2023



Kansas City, MO

My role was to develop integrated social media and content strategies for campaigns that met company goals and aligned with brand values while holistically integrating with all other digital marketing efforts year-round for multiple clients in U.S. & Canada.

- Provided content and social strategy solutions for veterinary clinics, senior health care, pet CBD, law firm and insurance companies.
- Highly skilled in social media strategy focused on elevating brand awareness & sentiment, and proven success in increasing digital engagement and website visits for multiple marketing objectives.
- Successfully launched national/local paid and organic campaigns to increase followers & platform engagement, increase email sign ups, and convert consumers into new, loyal clients.
- Compiled & presented clients with reports on social media activity on a quarterly & annual basis on robust social media metrics based on key KPIs.

Healthcare Copywriter & Social Media Specialist

Dobies Healthcare Group



2017-2018



Kansas City, MO

I helped clients elevate their brand presence and awareness both locally and globally through social and digital content projects.

- Wrote the post copy and outlined social campaign plans for local celebrities to post on individual platforms as part of larger client campaign efforts.
- Contributed to client website presence by developing copy for print, social, and website content, including researching healthcare subjects for blog posts.

Coordinator, Product Management

Children's Hospital Association



2013-2017



Lenexa, KS

I assisted the Pediatric Learning Solutions (PLS) department with project management for continuing education (CE) courses for healthcare professionals, and coordinated marketing efforts of PLS services, networking opportunities & CE courses.

- Provided event assistance and logistics coordination for online and in-person meetings for healthcare networking groups nationwide.
- Conducted multiple research sessions with local children's hospital employees.
- Documented course development processes and managed daily workflow.
- Managed PLS marketing and communications: maintained marketing landing page, developing & sending digital newsletter, and provided creative direction & development for marketing/promotional videos.

References

Molly Flynn

Business Leader, Client Partner

GALE Agency

Phone: 214-938-3145

Email: molly.flynn@galepartners.com

Kelli Anstine

President

Bernstein-Rein Advertising

Phone: 913-669-9995

Email: kellianstine@b-r.com