

CHRISTINA SPAULDING

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SUMMARY

A creative and results-oriented marketing professional with comprehensive domestic and international expertise in B2B marketing, product marketing, content marketing, SEO, public relations, email and social media marketing, online advertising, lead generation, branding, and product launch. Leverages excellent communication skills to manage customer relationships, collaborate with cross-functional teams, interface with external industry partners, and deliver presentations. Proven aptitude for implementing forward-thinking solutions to drive revenue growth, reduce costs, generate traffic, and maximize return on investment.

EXPERIENCE

MANZANITA MARKETING, Las Vegas, Nevada

Owner, 2021-current

Provide digital marketing and SEO services for a variety of B2B and B2C businesses. Services offered include SEO services, including keyword research, backlinking, and content optimization; content marketing and planning; website development, email campaigns; Google Ads and Meta Ads campaigns; and Google Business Profile setup and management. Experience in WordPress and HubSpot.

- Grew Client A's traffic by 30% in 2022 and projected 50% in 2023 by increasing the number of keywords in search positions 1-3.
- Ran successful Google and Meta Ad campaigns for Client B, reaching goals in under 24 hours.
- Created and optimized websites and Google Business Profiles for multiple clients in 2023

STREAMLINE MEDIA, Las Vegas, Nevada

Global SEO Strategist, 2019 – 2021

Transitioned from translation to a native content creation for gaming/gambling content sites. Audited previously translated pages in 10 languages for SEO and overall translation implementation. Instituted a linguistic QA protocol to ensure quality. Created a new site structure based on keyword research to better reflect localized content needs, and then filled those needs with quality content, focusing on German, Japanese and Simplified Chinese.

- Reduced costs for content by 75%
- Increased click-throughs by over 200%
- Doubled traffic in first target language in the first year and increased by over 130% in the second
- Expanded to three languages in two years
- Quadrupled traffic in second target language upon launch

INTERNATIONAL GAME TECHNOLOGY, Las Vegas, Nevada

Product Marketing Specialist, 2013-2019

Established product marketing plans for enterprise software systems and skill games. Created tools for systems sales team as well as systems product management to help increase sales, including slicks, presentations, playbooks, flyers, website content, online product demo tools, trade show stunts, videos, and print ads. Managed webinar registrations and follow-ups and email campaigns.

- Rebranded systems products from feature-based marketing to customer need-based marketing
 - Focused systems website structure and content on user behavior.
 - Managed development of interactive online sales tools.
- Launched skill games, including presentations, slicks, case studies, and videos.
 - Developed "Demo in a Box" concept traveling to operators nationwide, showcasing skill-based bonus.
- Oversaw launch of Cardless Connect (industry-first mobile technology) with B2B and B2B2C strategies, resulting in more than 1,000 demos conducted.

TEXTBROKER INTERNATIONAL, Las Vegas, Nevada
Director of Communications, 2012-2013

Planned and managed multiple trade shows per year. Spoke at PubCon, SMX, and International Search Summit. Served as columnist for Search Engine Watch and PRNewswire. Developed blogging and content marketing strategies. Drafted and implemented social media strategy for Twitter, Facebook, and LinkedIn. Managed PPC campaign and online reviews.

- Generated 156% ROI on trade shows in 2012.
- Landed radio interviews, book mentions, and article placements in print and online publications.
- Became regular contributor for industry websites, increasing backlinks and public profile.

Branch Manager, 2009-2012

Developed customer service scripts for both common client and author questions and worked closely with clients to quickly complete their projects. Managed office relocations. Provided superior customer service. Translated website.

- Grew staff to 19 employees, including hiring and training new personnel.
- Increased revenue each year by at least 30%.

ADDITIONAL EXPERIENCE

LAS VEGAS CHAMBER OF COMMERCE, Las Vegas, Nevada, **Public Relations Coordinator, 2007-2009.** Drafted social media strategy for Chamber and VYP. Generated more than 470 media references, including more than \$620,000 worth of television exposure. Developed "How to Stay Up When the Economy is Down," aired on KTNV Channel 13. Gained television and print coverage for Customer Service Excellence program. Developed and deployed online marketing surveys.

CUSTOM HOME LOANS, INC., Las Vegas, Nevada, **Marketing Specialist, 2006.** Oversaw corporate as well as broker marketing. Managed corporate event planning, including raising \$20,000 for annual Christmas meeting. Performed broker and vendor sales analysis.

COMMERCIAL COMMUNICATIONS, INC., Hartland, Wisconsin, **Marketing Analyst, 2006.** Analyzed client history and ordering to create review books, highlighting cost saving strategies. Performed internal sales analysis and comparison to set strategic goals. Assisted in preparing bids, RFIs, RFPs, and RFQs for private businesses and state agencies.

SALES AND PROMOTIONS, Huerth, Germany, **Owner/General Manager, 2002-2005.** Performed independent marketing and language consulting for German companies. Planned international shows, wrote marketing reports for multi-national companies, and performed translation, proofreading, and teaching. Planned and executed international and national trade shows and events. Acquired and managed customers, increasing sales 20% in 2004 and 15% in 2005.

MENDEZ DEUTSCHLAND GMBH, Wuppertal, Germany, **Project Manager, 2001.** Planned, priced, and delivered translation projects to clients. Managed translators, proofreaders, and graphic designers to maintain project schedule.

REINHARD MOHN GMBH, BERTELSMANN DIREKT MARKETING FABRIK, Guetersloh, Germany, **Key-Account Team Assistant**, 2000.

EDUCATION

DUKE UNIVERSITY, Durham, North Carolina
Master of Business Administration, 2004

MARQUETTE UNIVERSITY, Milwaukee, Wisconsin
B.A., French and German, Minor in Business, 1999

CERTIFICATIONS

Google Analytics Basic and Advanced

COMPUTER SKILLS

Microsoft Office Suite, Adobe Photoshop, Adobe InDesign, HTML, WordPress, Drupal

LANGUAGES

Fluent in German, advanced French