

Barrett Lanigan

Driven and creative digital marketing specialist with 5+ years experience in content creation and email, print, & social media marketing across various industries. Proven results through engaging email, copywriting, and social media campaigns. Strong focus on website management, video production, & SEO.

Work Experience

POWERUP Toys:

Digital Marketing Manager (September 2022-current)

- Designed graphics, created videos, and optimized copywriting for various marketing and ecommerce channels
- Built segmented email campaigns on Klaviyo as well as email flows and sign-up forms
- Managed product listings & reviews, landing pages, and SEO on Shopify
- Monitored Facebook group engagement and increased membership by 76%

G.F. Sprague & Co.:

Digital Marketing Coordinator (Sep. 2019-June 2021)

- Developed written, visual, and motion graphic content for website and social media
- Restored and exceeded previous Google keyword rankings through content marketing strategy and website re-optimization
- Increased Instagram followers by 40% through video marketing initiative
- Organized and tracked Facebook and Google Ad campaigns
- Documented home restoration projects with video and photography

Barrett's Studio:

Freelance Digital Marketing (November 2019- June 2022)

- Designed and built websites on Wordpress, Squarespace, and Wix
- Created computer and stop motion animations
- Hosted webinars and developed event marketing campaigns
- Edited copy and video for SEO

Charles River Creative Arts Program:

Co-Director (January 2022-August 2022)

- Developed curriculum and assisted in hiring and recruitment
- Oversaw art material and music equipment purchasing and maintenance

Social Media Coordinator (June 2018-June 2020)

- Managed program's various social media accounts
- Created community-focused video content for students, parents, and alumni
- Produced and designed email newsletters

Video & Animation Teacher (June 2012-June 2021)

- Created engaging and comedic videos with kids ages 8-15
- Taught students video production and editing and story creation
- Organized department budget and student files
- Trained counselors on video and animation software

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barrettsstudio.com/resume

EDUCATION

Wheaton College (2014-2018)

B.A. in Sociology

President of Sociology Club

Cambridge School of Weston (2010-2014)

SKILLS

CONTENT CREATION

Graphic design: Canva, Adobe Suite (Photoshop, InDesign, Illustrator)

Video Production: Logic Pro, Final Cut Pro, Adobe Premiere

Animation: Dragonframe, Adobe Animate, After-Effects, ToonBoom

Social Media: Facebook, Tik Tok, Instagram, X (Twitter), Youtube

DIGITAL MARKETING

Email Marketing: Klaviyo, Mailchimp

Advertising: Google Ads & Analytics, Meta Business Suite

SEO: Google Search Console, Ahrefs, Semrush, Copywriting

Website Design: Wordpress, Wix, Squarespace, Shopify

Ecommerce: CRO, UGC inquiry and management

SOFT SKILLS

Strong communicator

Proactive

Good sense of humor

Detail-oriented

Adaptable & quick learner

Team player & leader

Out-of-the-box thinker