

ADDIE GRAY

Digital Marketing Specialist | Content Creator | Storyteller

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Passionate and results-driven marketing professional with over six years of experience in digital marketing, social media strategy, and content creation. Skilled in crafting impactful campaigns, driving audience engagement, and leveraging analytics to inform strategy. With a foundation in Social Anthropology and international experience, I bring cross-cultural insights and a global perspective to every project. Dedicated to helping mission-driven organizations amplify their voices and achieve meaningful impact through creative and data-driven marketing solutions.

CORE COMPETENCIES

- **Social Media Management** (Instagram, Facebook, Pinterest, LinkedIn, TikTok)
- **SEO Optimization & Content Marketing**
- **Digital Advertising** (Google Ads, Meta, Retargeting Platforms)
- **Email Marketing & Campaign Strategy** (MailChimp, Kit)
- **Graphic Design & Visual Storytelling**
- **Cross-Cultural Communication**
- **Data Analysis & Performance Optimization**

PROFESSIONAL EXPERIENCE

CONCORDIA LANGAUGE VILLAGES

Moorhead, MN (Remote)

Marketing & Enrollment Content Creator

2022-Present

- Designed and executed multi-platform social media campaigns, boosting engagement and increasing enrollment.
- Developed email marketing strategies that achieved open rates of 50%+, far exceeding industry benchmarks.
- Managed digital ad campaigns on Google Ads and Meta, optimizing for performance and ROI.
- Collaborated with Village photographers to produce high-quality visuals and foster authentic representation of language programs.
- Supported cross-departmental communication to align marketing efforts with organizational goals.

ADDIE GRAY DIGITAL

Remote

Freelance Social Media Marketing Specialist

2020-2022

- Specialized in Pinterest and content marketing, achieving over 3.4 million monthly impressions for clients.
- Developed tailored social media strategies for 20+ clients, driving an average engagement increase of 456%.
- Created visually compelling graphics and SEO-optimized content to boost brand awareness and website traffic.
- Conducted in-depth analytics reviews, refining campaigns to maximize impact and ROI.

ADDIE ABROAD

Remote

Founder & Travel Blogger

2017-Present

- Built a travel blog attracting 25,000+ monthly readers through SEO-driven content and authentic storytelling.
- Produced blog posts, photography, and social media content, growing a social media following to over 5,000.
- Partnered with travel brands to create sponsored content that resonated with audiences and achieved campaign objectives.

WALDSEE GERMAN LANGUAGE VILLAGE

Remote

Marketing Assistant

2016-2020

- Developed and executed social media campaigns to promote Waldsee's immersive German language programs.
- Captured high-quality photos and videos to document the Village's cultural events, enhancing marketing materials.
- Wrote engaging blog posts highlighting participant stories, cultural activities, and program highlights.
- Collaborated with Village leadership to ensure consistent branding and messaging in promotional efforts.

VOLUNTEER EXPERIENCE

QT LIBRARY

Boston, MA (Remote)

Communications Team Co-Lead

2023-2024

- Led bi-weekly communications team meetings to coordinate efforts, assign tasks, and ensure alignment with strategic goals. Fostered a collaborative environment within the team, providing guidance and support to maximize productivity and creativity.
- Spearheaded the 1000 Books Campaign, surpassing the donation goal in under three weeks.
- Managed multi-channel communications strategies, increasing audience engagement and strengthening community connections.
- Designed promotional materials and directed social media campaigns to highlight the library's mission.

EDUCATION

UNIVERSITY OF ST. ANDREWS

St. Andrews, Scotland

Bachelor of Arts in Social Anthropology

2016-2020

CERTIFICATIONS

- [Nonprofit Marketing Essentials](#)
- [Principles of Public Relations](#)