

Delaney Fenton

delaneyfenton@yahoo.com

651.373.3670

Austin, TX

Delaneyfenton.info

EXPERIENCE

The Legal Connection (Acquired by Complex in January 2023) // Austin, TX

Marketing Manager // July 2023 – Present

- Own and manage the TLC brand along with analyze brand positions.
- Create and manage daily administrative tasks to ensure organization of the sales and marketing department activities.
- Create, develop, & implement marketing campaigns and strategies.
- Compose, post, and monitor online content on the company's website, blog, and all social media accounts.
- Measure and utilize marketing analytics techniques to gather relevant data.
- Utilize HubSpot, SEMrush, Sprout Social, and Adobe Creative Suite regularly to assist in completing tasks or projects.
- Other duties and special projects as assigned for all 3 brands under the umbrella.

Marketing Coordinator // January 2022 – July 2023

- Regularly create workflows for campaigns, events, and potential leads
- Lead creative development to motivate clients to take action.
- Routinely manage and update website with SEO, blogs, and content.
- Inventory and distribution of company marketing materials within budgetary limits.
- Create graphics for campaigns, events, print ads and social media

Lakota Coffee Company // Columbia, MO

Social Media Manager & Barista Team Lead // 01/2018 – 12/2021

- Work closely with manager to reach the goals of brand identity
- Developed brand to help spread awareness of the Lakota Tribe Community
- Consistently create social media content for Instagram and Facebook
- Motivate staff to achieve challenges in fast-paced culinary environments
- Lead and train team to create repeat customers and efficiently drive sales

EDUCATION

Bachelor of Journalism // Columbia, MO

University of Missouri // 2021

SKILLS & ACCOMPLISHMENTS

- Experience in HubSpot, Adobe, Sprout Social, SEMrush, and Google Business
- Increased website visibility 40% in 3 months by working on SEO
- Reconstructed entire website with web developer on WordPress
- Awarded employee of the month for making pivotal changes in the marketing department
- Detail-oriented, quick learner, and extremely organized at managing time, tasks, and large projects.