

Callie Quinlan

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Calliemq.com

Summary

I am a professional doer and perpetual learner. In the last 8 years I have led in roles as an account and sales manager, SEO analyst, inbound marketing strategist, and marketing director. Each role has had a large emphasis on sales and client success. I have worn many hats in a digital service business and enjoy building rapport with business owners in order to offer powerful solutions. I am comfortable asking questions, listening for deeper issues, and pitching services that would help a business grow. As an account manager I routinely and successfully pitched upgrades in client services. Over the years as a business owner, I have built lasting local and regional networks as well as closed hundreds of contracts personally. I will continue to challenge myself to learn and will continually uplift those around me.

Experience

Marketing Consultant

LoneFir Creative

Mar 2021 - Present

I take my clients company goals and strategize marketing solutions to increase conversions, SEO authority, and brand awareness. As a story brand agency, Vidyard and Hubspot partner, My team and I work to clarify a company's message first to encourage action and then add lead generation to fuel the fire. We work with medium to large businesses across many industries B2B and B2C; from technology to healthcare, publishing to senior living and everything in between.

Director Of Marketing And Development

Avl Lifestyle Realty

2020 - Feb 2021

I implement the goals of the brokerage owners, lead content and inbound marketing strategy, and build multi platform digital marketing campaigns that increased social media marketing engagement by 150% in 2020. I coordinate and lead strategies for company growth including recruiting agents and the addition of digital services. I regularly sell brokerage services B2B and B2C. I coach agents on how to develop their digital presence (what services to add and when) and more importantly how to sell themselves, how to win and close contracts, and build relationships over time.

Designer | Owner

Callie Q Web Design

Jul 2015 - Present

From networking and prospecting to closing sales and customer service; I wear all the hats and I am an end to end marketing solution for small to mid-sized businesses. I perform digital and website audits for UX design, conversion design, and brand clarity. I create detailed and custom digital media plans along with SEO strategies for how to improve a company's presence over time. I help businesses modernize their digital Saas stack, including customer relationship management, email marketing, digital advertising, social media marketing, SEO services, and automation. Lastly, I work as a business consultant, teaching business owners how to build an audience, interpret analytics, and automate systems to increase digital presence over multiple channels.



Inbound Marketing Strategist

Builder Funnel

Dec 2018 - Sep 2019

As an Account Manager and Inbound Marketing Strategist, I worked directly with CEOs, CMOs and COOs of a dozen companies across the US and Canada to increase lead generation using online marketing tactics. I regularly performed market research and competitor analysis in order to problem solve creatively across teams to accomplish campaign objectives. The Inbound marketing strategies my team and I led influenced millions of dollars in revenue across more than a dozen businesses and individual markets. As a Hubspot platinum partner agency, pitching client service upgrades was a routine part of my role. I also coached several businesses on inbound marketing practices, many of whom signed contracts with the agency after seeing these growth strategies work.

Education



Georgia State University

Bachelor of Business Administration - BBA, Business, Management, Marketing, and Related Support Services

2013 - 2015



University of Alaska Anchorage

Associate's degree, Business, Management, Marketing, and Related Support Services 2012 - 2013

Skills

Marketing Strategy · Digital Sales · Customer Relationship Management (CRM) · Account Management · Digital Strategy · Web Design · Social Media Marketing · Pay Per Click (PPC) · SaaS sales · Public Relations · B2B Relations & Marketing