

Carly Koemptgen

I am an enthusiastic and self-motivated individual with a passion for cultivating meaningful connections and delivering exceptional customer experiences. My skills include creative problem solving, flexibility, crisis communication training, and both written & verbal communication.

CONTACT

651-968-6965

carly@koemptgen.com

chasingcarly.com

bit.ly/koemptgen-portfolio

EDUCATION

BA, Journalism & Mass Communication, *The University of Iowa*

2015 - 2018

EXPERIENCE

Digital Marketing Manager, *Freelance*

JULY 2021 - CURRENT

- Collaborated with marketing managers and founders to develop strategic marketing content for digital platforms including social, web, and email.
- Strategized and executed compelling and time-relevant content to resonate with target audiences.
- Implemented content delivery across various channels, ensuring consistency and effectiveness.

Marketing Manager, *Coro Foods*

JANUARY 2024 - JANUARY 2025 (CONTRACT)

- Managed Shopify site, social media, and email marketing for D2C and wholesale.
- Communicated with sales, production, and operations teams to execute marketing campaigns.
- Built brand awareness and fostered community through influencer and brand partnerships.

Social Media Nomad, *Deel*

FEBRUARY 2023 - SEPTEMBER 2023 (CONTRACT)

- Selected for a unique opportunity to live and work from a camper van in New Zealand and Australia.
- Collaborated with cross-functional teams, including social media, communications, marketing, and PR, to develop and execute social media content strategies.
- Adapted to a dynamic work environment, showcasing flexibility and resilience during the unique work-from-camper-van experience.

Social Media Manager, *The Social Lights*

JUNE 2020 - JULY 2021 (FULL-TIME)

- Developed, implemented, and managed multiple social media communities through comprehensive content planning and creation.
- Analyzed social media data and user engagement to identify growth opportunities.
- Contributed to strategy development, aligning social media efforts with broader organizational goals and marketing objectives.
- Launched a popular consumer brand on TikTok, generating 244k followers and 20 million organic views in one year.

Hotdogger / Wienermobile Brand Spokesperson, *Oscar Mayer*

JUNE 2019 - JUNE 2020 (CONTRACT)

- Selected as one of 12 individuals from a pool of 7,000 applicants for a unique role driving the iconic Oscar Mayer Wienermobile across the United States.
- Represented the brand at retail, community, and social events, embodying the brand image and engaging with diverse audiences.
- Pitched media coverage to various outlets, securing opportunities for brand exposure and generating interest in the Wienermobile.
- Managed responsibilities associated with the Wienermobile tour, including logistics, scheduling, and coordination of promotional events.

