KIERRA TODD

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EDUCATION

Georgia Institute of Technology – Atlanta, GA
Master of Business Administration (MBA), Marketing (*In Progress)*

Norfolk State University – Norfolk, VA
Bachelor of Science in Mass Communications

EXPERIENCE

Content Marketing Coordinator, **Redfin** – Remote
September 2024 – Present

- Develop and execute brand-aligned content strategies that drive sustained audience growth, resulting in **1.9%** week-over-week organic traffic increases and improved brand authority.
- Conduct market research and SEO optimization to improve search visibility and sustain traffic growth.
- Manage editorial calendar and analyze performance metrics to refine content strategy and engagement.

Digital Marketing Specialist III, **AAA – The Auto Club Group** – Remote
April 2022 – January 2026

- Led cross-functional execution of integrated brand marketing campaigns reaching 92K+ customers, aligned with enterprise brand strategy, business priorities, and KPIs.
- Project managed multi-channel initiatives including creative development, influencer programs, digital activations, and CRM campaigns using Adobe Workfront.
- Conducted market research and consumer insights analysis to inform brand positioning and new initiatives.
- Designed and implemented a centralized budget tracking system managing $16M in marketing spend, improving financial visibility, vendor accountability, and campaign ROI.

Brand Strategist **Freelance** – Remote
August 2020 – April 2022

- Led end-to-end brand and product marketing campaigns across digital and e-commerce platforms, including concept development, messaging strategy, channel planning, and budget oversight.
- Supported new business initiatives and retention-focused marketing programs designed to strengthen customer engagement and brand loyalty.
- Optimized campaign performance through testing and data-driven insights, reducing cost per click by 7% and increasing click-through rates by 3%.
- Delivered actionable performance reporting, reducing cost per acquisition by 8% and increasing ROI by 6%.

Marketing Manager, **The Salvation Army** – Atlanta, GA
May 2019 – August 2020

- Developed and executed annual integrated marketing and brand strategy calendars to maximize brand reach, lead generation, and campaign effectiveness, driving 32% growth in website traffic and 14% increase in conversions.
- Managed cross-functional execution of content, digital campaigns, influencer initiatives, and email marketing programs to strengthen brand awareness and engagement.
- Led event marketing and partnership development efforts to increase brand visibility and community impact.
- Recruited, trained, and managed a team of five marketing specialists, providing leadership, coaching, and performance development.

Marketing Assistant, **WNOR FM99** – Chesapeake, VA
March 2015 – December 2017

- Supported promotional campaigns, market research, and social media engagement to enhance brand awareness.

CORE SKILLS & COMPETENCIES

Brand Strategy & Execution | Integrated Campaign Management | Cross-Functional Collaboration | Commercial & Consumer Marketing | Brand Storytelling & Messaging | Market Research & Consumer Insights | Project & Budget Management | Influencer & Partnership Marketing | Content & Digital Marketing | CRM & Email Marketing | Event & Experiential Marketing | Performance Measurement & Reporting | Agency & Vendor Management

Tools: Workfront, Monday.com, Constant Contact, Hubspot, Salesforce, Engage CRM, Mailchimp, Hootsuite, Google Ads, BuzzStream, Semrush, Moz, Tableau, WordPress, Adobe Creative Suite, Canva, CapCut