

Paige Pevsner

Social Media + Content Strategist

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Experience

Rose Marketing Solutions

Content Marketing Assistant

2024 - 2025

- Develop engaging social media content, blogs, and email marketing campaigns, driving leads and conversions
- Monitor social media performance metrics and leverage data to optimize marketing strategies and improve ROI
- Ensure seamless execution of multi-channel media campaigns
- Plan and promote client events to drive attendance and engagement

Dallas Cowboys

Promotions Team

2021 - 2024

- Increased brand awareness of sponsors and partners through fan engagement
- Executed presentations shown on the jumbotron during time-outs
- Completed marketing objectives in a fast-paced environment
- Drove revenue through Fans United sales and resolved membership inquiries

Carepod

Marketing Coordinator

2023 - 2023

- Developed and executed marketing campaigns across multiple channels, including social media and paid advertising
- Utilized analytics tools to assess paid media campaigns performance measure key metrics, and offer actionable insights for optimizing strategies
- Created engaging marketing copy for various channels, including email, website, and social media

Exverus Media

Associate Media Planner

2022 - 2022

- Developed integrated media plans, ensuring alignment with client objectives, budget constraints, and performance KPIs
- Managed end-to-end campaign execution, including vendor negotiations, trafficking, performance monitoring, and invoice reconciliation
- Conducted in-depth audience research and leveraged data insights to optimize media strategies across paid social, programmatic, and traditional media channels

Imaginuity

Media Planning Associate

2021 - 2022

- Built best in class, cross-channel media recommendations that achieved client objectives
- Created and maintained flowcharts, ATBs, and presentation decks across all media channels using Microsoft Excel and PowerPoint
- Analyzed and leveraged data to guide strategic planning and media recommendations
- Created strong client relationships, prioritized deliverables, and maintained deadlines



Education

The University of Texas at Austin

B.A. in Rhetoric and Writing

2016 - 2020

- Sociology Minor
- Graduated with Special Honors
- Major GPA of 3.7

Skills

- Social Media Management
- Copywriting and Editing
- SEO Optimization and Keyword Research
- Email Marketing Campaigns
- Paid Advertising
- Brand Management and Development
- Social Media Analytics
- CRM and Client Data Management
- Event Planning
- Digital Marketing Expertise
- Clear Communication
- Attention to Detail
- Creative Problem-Solving
- Cross-Team Collaboration

Certifications

- Google Digital Marketing + E-Commerce Foundations
- Google Data Analytics Specialization
- Meta Marketing Analytics Foundation
- LinkedIn Advertising Foundations
- The Trade Desk Edge Academy Certified: Marketing Foundations