

PAIGE PEVSNER

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Creative and results-driven marketing strategist with 4+ years of experience developing engaging content, managing cross-platform social media, and executing high-impact campaigns for brands ranging from startups to household names. Adept at translating brand voice into compelling copy, driving audience growth through data-informed decisions, and blending strategy with storytelling to elevate digital presence. Eager to bring fresh energy, voice, and vision to a mission-driven remote marketing team.

EXPERIENCE

Rose Marketing Solutions — *Content Marketing Assistant*

Dallas, TX | 2024 – 2025

- Oversaw all copywriting across blog, email, and social media for both internal brand and 10+ childcare clients, building awareness and driving conversions.
- Created comprehensive monthly content calendars, campaign reports, and visual briefs to support enrollment, hiring, and promotions for preschools & daycares.
- Reduced outsourcing costs by 10% after taking over all internal content creation.
- Boosted website traffic by 25% and increased social media following by 400 users in 4 months through high-converting copy and consistent, brand-aligned content.
- Led planning and execution of events for Kids 'R' Kids franchisees from vendor negotiations to recaps, enhancing brand visibility and community engagement.
- Crafted and scheduled cross-platform multi-channel marketing campaigns using digital media tools such as SocialBee, Canva, and Meta Business Suite.

Dallas Cowboys — *Promotions Team*

Arlington, TX | 2021 – 2024

- Supported sponsor visibility and fan engagement through gameday activations and in-stadium promotions at the largest-capacity NFL stadium.
- Regularly featured on Jumbotron for crowd leadership and brand representation.
- Fulfilled high-pressure duties during live events and TV-broadcasted moments.
- Maintained high energy and professionalism in a fast-paced, public-facing role.
- Repeatedly exceeded revenue goals for the highest-grossing global sports team through Fans United membership sales and elite guest experiences.

Carepod — *Marketing Coordinator*

Plano, TX | 2023

- Co-led planning and execution of all promotional campaigns across paid social, email, and web, resulting in 15–25% revenue growth during major holidays.
- Wrote conversion-driven newsletters, SEO-optimized product pages, and blog content to support DTC funnel, ultimately increasing site traffic by 25% in 3 months.
- Used Google Analytics and Meta Ads Manager to evaluate campaign performance.
- Handled vendor coordination, supported influencer partnerships and wrote promotional materials for PR and product outreach under tight timelines.
- Collaborated closely with CEO and Creative Director to refine messaging, test performance variations, and develop future content strategy across all channels.
- Ensured cross-functional alignment on brand voice, product launches, and visuals.

Exverus Media — *Associate Media Planner*

Remote | 2022

- Managed national digital campaigns for major CPG brands with budgets in the seven-figure range (Premier Protein, Suja Juice, Not Your Mother's Haircare).
- Developed multi-platform media plans across social, programmatic, and OOH.
- Led full-funnel campaign lifecycle from RFP to wrap report, including ad trafficking, vendor coordination, performance monitoring, and daily client communication.
- Negotiated media buys and ensured on-time launches across digital and OTT.
- Built audience targeting based on customer personas and third-party data.
- Oversaw analytics, pacing, and optimization in real time to ensure maximum ROI.

Imaginuity — *Media Planning Associate*

Dallas, TX | 2021 – 2022

- Managed traditional media plans for HomeVestors across 15+ U.S. markets.
- Owned \$250K+ in quarterly advertising budgets; built best-in-class, cross-channel media recommendations tailored to client objectives and budget constraints.
- Built flowcharts, insertion orders, and presentation decks using Microsoft Excel and PowerPoint to track campaign performance and report strategic insights to clients.
- Created strong client relationships, prioritized deliverables, and maintained deadlines to ensure timely campaign execution and accuracy.
- Gained experience using Tableau to visualize performance insights.

EDUCATION

The University of Texas at Austin

B.A. in Rhetoric & Writing with Honors

CERTIFICATIONS

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

SKILLS

- Brand Storytelling, Copywriting/Editing, Content Strategy, Event Planning
- Client Communication, Creative Problem-Solving, Cross-Team Collaboration
- Paid/Social Media (Google, LinkedIn, Meta, Pinterest, SocialBee, TikTok, YouTube)
- Email Marketing (ActiveCampaign, Klaviyo, Mailchimp)
- Graphic Design (Adobe Creative Cloud, Canva, Figma)
- SEO (SEMrush, Ahrefs, Yoast, Rank Math, Google Keyword Planner)
- CRM (HubSpot, Salesforce, Constant Contact, Monday.com)
- Reporting/Analytics (GA4, Tableau, Supermetrics, The Trade Desk)
- Project Management (Asana, ClickUp, Google Workspace, Microsoft Office, Slack)
- Pop culture nerd, pun lover, meme linguist, emoji enthusiast, certified vibe curator

References available upon request