

PORTFOLIO



Mara Irons

Digital Marketing | Freelancer

About Me

Hi! I'm a small business digital marketer with a focus on social media strategy and creative content. I have a BA in Professional Writing with a minor in Film and Video Studies from Purdue University. With eight years of experience in marketing across several industries, I have honed my skills in social media management, paid social, and copywriting. I have contributed to various projects that have enhanced my expertise. Outside of work, I enjoy winding down with the Sims, taking my adventurous pup, Indi, hiking, and spending quality time with husband and baby.



Education and Certifications

- BA in Professional Writing with a minor in Film and Video Studies from Purdue University
- Google Ads Display Certification (in progress)
- Meta Certified Digital Marketing Associate (in progress)
- Certified Lean Apprentice
- Certified Lean Practitioner

Skills

- Social Media Management
- Content Creation (Graphic Design, Copywriting, Video Editing)
- Social Media Strategy and Planning
- Audience Engagement and Growth
- Paid Advertising Campaigns
- Analytics and Performance Reporting
- SEO and Hashtag Research
- Competitor Analysis

Services Offered

- **Social Media Management:** Comprehensive management of social media platforms, including content scheduling, audience engagement, and account growth.
- **Content Creation:** Crafting high-quality visual and written content aligned with your brand's tone, including articles, blog posts, graphics, videos, and social posts designed to engage your target audience.
- **Strategy Development:** Custom social media strategies tailored to your business goals, incorporating audience analysis, competitor insights, and long-term growth planning.
- **Analytics & Reporting:** Detailed performance reports tracking engagement, growth, and ROI, allowing for continual optimization of your social media efforts.

Work Experience

Client: Transformance Advisors

Industry: Lean Education, Training, and Consulting

Services Provided: Director of Marketing - Social media management, content creation, newsletter management, website management, campaign creation, strategy development

My Work: I lead all aspects of marketing for Transformance Advisors, including strategy development, content creation, and partner collaboration. I develop and execute annual and quarterly marketing plans, and create content across channels, including articles, educational videos, and campaigns.

I manage a monthly newsletter through Constant Contact, reaching over 3,000 subscribers with industry insights and company updates. I also work closely with university partners to coordinate and promote certification events and Lean simulations, and support the delivery of these programs.

Client Testimonial

Mara is doing an outstanding job with our marketing activities. She has improved our newsletter, website, press releases, and promotional materials. She has helped us improve our image and reputation with a number of local and international organizations. - *Mike Loughrin, CEO*



Work Experience

Client: Futch Dental

Industry: Dentistry

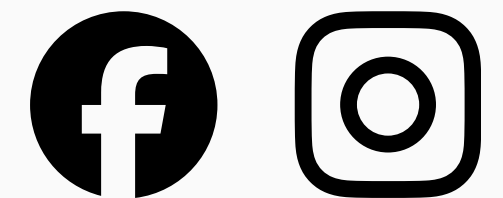
Services Provided: Social media strategy and content creation

My Work: I successfully created and implemented a social media campaign resulting in Dr. Futch being chosen as the Best Dentist in Northern Nevada, bringing in new patients that found Futch Dental through the contest.



Client Testimonial

Irons Media has helped us create a social media presence, finally! Mara's research and attention to detail has been very important and helped to create memorable posts and get us in front of our patients and potential patients. We could not have kept it up but Mara is diligent and is always working to make us look great! – *Elizabeth Futch, owner*



Work Experience

Client: PranaYoga

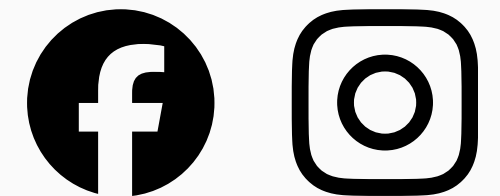
Industry: Wellness and Training

Services Provided: Content creation and analytics reporting

My Work: I created a content calendar for PranaYoga and upheld a posting schedule of 15 posts a month. This new schedule more than doubled engagement across all social platforms.

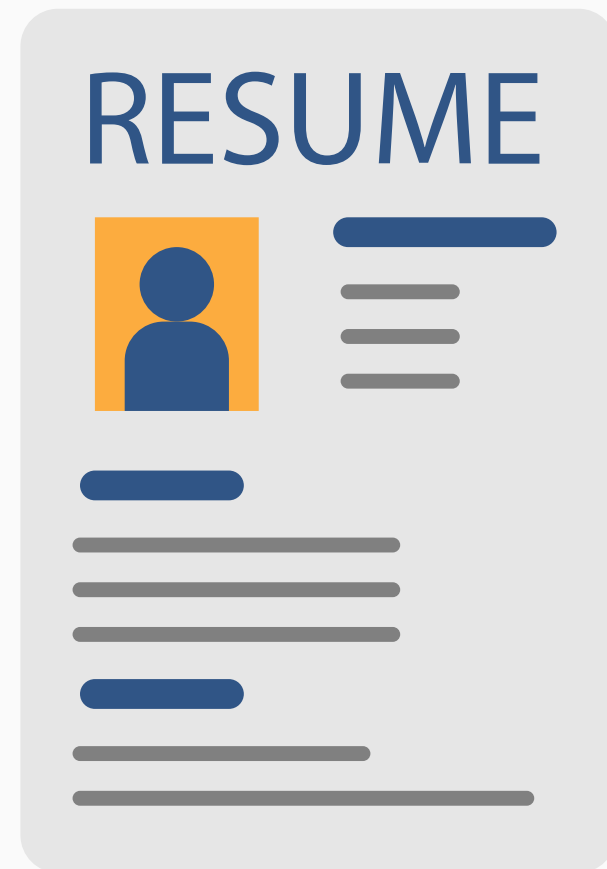
Client Testimonial

Thank you so much for all of your help! I really appreciate it! - *Dani McGuire, Owner and Teacher*



Resume and Work Samples

For examples of my social media work, use the social media icons on Transformance Advisors and Futch Dental's work experience pages to see my current work or click on the icons below.




Let's collaborate

Take your social media presence to the next level.

Contact me today to discuss how we can create a winning strategy for your business!

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