



# MAXINE ROSS

DIGITAL MARKETING EXPERT

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## CONTACT



+1-412-327-3790



mxnross@me.com



www.maxineross.com



Pittsburgh, PA 15228

## EDUCATION

### BBA, Marketing

Duquesne University  
600 Forbes Ave. Pittsburgh, PA  
Class of 2012

QPA: 3.49

## SKILLS

- Leader
- Communicative
- Organized
- Efficiency-driven
- Creative
- Solution-oriented
- Team player
- Knowledgeable

## ABOUT ME

10-year veteran in the Social Media Industry.

Bringing brands to life through Social Media Management, PPC Advertising, Web Design, Graphic Design, and Content Creation. Strongly skilled in Client Services, Consumer Behavior, Market Research, and Project Management.

Top Rated freelancer on Upwork since 2020.

## EXPERIENCE

### Senior Client Success Manager

Rossmann Media

April 2022 - Present

- Managing multiple teams on several Enterprise and Tier 1-level accounts.
- Maintaining an average of over \$50,000 in MRR.
- Overseeing and speaking to a range of digital marketing services including paid ads, content creation, social media management, web design, email marketing, influencer management, and consulting.
- Spearheading the content creation department, contributing to the creation and evolution of its internal processes.
- Cultivating and nurturing client relationships, leading to upsells and improved retention rates.
- Approaching all roadblocks with a solution-oriented mindset.
- Shedding light on processes that may require restructuring to increase overall efficiency.
- Adhering to the scope of each client's contract, while managing expectations and helping to create pathways towards their goals.
- Assigning tasks, setting timelines, and effectively managing all processes within my teams.
- Balancing the needs of both my teams and my clients simultaneously.
- Jumping in, when needed, on projects with tight turnarounds and fast-approaching deadlines.
- Using my knowledge and expertise to position myself as an expert in the industry.

## EXPERIENCE

### Social Media Director

The Feast of Friends

Sept 2021 - April 2022

- Leading all organic and paid social media initiatives.
- Accounting for approx. \$22,000 worth of revenue in my first month of employment.
- Overseeing 10+ food and beverage social media accounts.
- Contributing to significant increases in reach, followers, and engagement across all accounts in the first three months.
- Mentoring a team of associates, cultivating an environment of creative autonomy.
- Overseeing all content creation and content management elements of the agency.
- Fine-tuning all department processes to increase productivity.
- Applying these processes across all departments, effectively restructuring the agency as a whole.
- Analyzing and reporting all data collected through each social media platform.
- Encouraging analytically-driven strategies supported by a multichannel framework.

### Co-Founder, Owner

Digital Smigital

March 2020 - June 2023

- Offering services in consulting, social media management, PPC advertising, content creation, graphic design, and web design - both locally and through freelancing services.
- Creating a freelancing book of business that saw approx. \$15,000 in profits in its first year.
- Establishing a level of trust to aid in converting one-time projects into long-term contracts.
- Achieving 'Top Rated' status on Upwork in the first six months.
- Still retaining that status, over three years later, with a 100% Job Success percentage.

### Marketing and Special Events Coordinator

Tiger Lily Floral

August 2019 - March 2020

- Representing one of the most established floral companies in Las Vegas.
- Creating a cohesive brand strategy and aesthetic for social media.
- Handling content creation and management of our social media platforms.
- Managing high-value accounts including casino installments, hotel lobby displays, weddings, and other various special events.
- Using multichannel marketing strategies to stay top-of-mind in a competitive industry.
- Working diligently to gain exposure and turn online impressions into in-store conversions.
- Overseeing paid advertising efforts on both Facebook and Google.
- Managing the inventory and interface of our company WordPress site.
- Creative Directing high-end events and installments throughout the Las Vegas Valley.

## TOOLS

Meta (Instagram/Facebook), TikTok, YouTube (Creator Studio), LinkedIn, Pinterest, Twitter, CapCut, Lumafusion, Adobe Creative Cloud (InDesign, Illustrator, Lightroom, Photoshop, Premiere), Wix, Squarespace, WordPress, Duda, Elementor, Divi, Sprout Social, Google Workspace, Office 365, Canva, Figma, Asana, Teams, Slack, Confluence, Zoom, Microsoft Office, Klaviyo, Constant Contact, MailChimp, ContentCal, Later, etc.

## ACTIVITIES

Go Shop Local: Las Vegas Group Administrator & Representative (2020-2023), Volunteer Content Coordinator for 24Meals (2020-2021), Volunteer Social Media Coordinator for Combat COVID Las Vegas (2020), TQL Women in Logistics (2018-2019), Vegas Velocity Flyball Racing Team (2018-2019)

## REFERENCES

### Michele Fisher

Customer Experience Manager  
at Global Payments Inc.

+702-964-5519

### Ben Burkhalter

SmartTab Sales Manager  
Southwest Region

+702-219-9851