

EDITH SPREWELL

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Marketing & Communications Manager

Senior professional with demonstrated results leading the design, execution, and management of high-impact marketing, communications, PR, and branding initiatives across multiple digital and traditional channels. Experience spans industries and includes private and public sector experience. Recognized consistently for creative concepting skills, business acumen and the ability to transform strategic objectives into highly actionable marketing and communications content, campaigns, and initiatives.

Qualification Highlights

14 years of experience handling full-stack corporate marketing and communications responsibilities

Extensive digital/traditional content creation, strategy, and management experience

Persuasive storyteller and branding professional who inspires purpose, emotion, and action

Data-driven thinker able to gather and leverage advanced analytics, metrics, and customer insights

Superior project manager able to produce key deliverables under intense deadline pressure

Skilled vendor/agency relations manager able to leverage cost-effective outsourced support options

Creatively bold optimist able to lead outside-the-box ideation, writing, and graphic design

Experience + Accomplishments

FREELANCE CONSULTANT | **Marketing & Communications**

Seattle, WA: 2018-Present

- Currently handling a mix of special projects on a freelance basis, including leading the implementation of new business development, ecommerce, and social media (Facebook, Twitter, Instagram) strategies for client firms—as well as providing communications writing, editing, and branding support to @AssembleSeattle and the Washington State Dept. of Housing & Human Services

ENGINEERING ELEMENTS | **Marketing & Communications Strategist**

Seattle, WA: 2013-2018

- Managed a diverse mix of commercial B2C marketing, communications, branding, customer training, and partner engagement activities for this technical services organization
- Authored and implemented a new digital marketing and communications plan to widen the visibility of the company's work, improve market awareness, and showcase potential client benefits
- Upped the ante on business intelligence and analytics, developing a series of new financial reports related to earned revenue and creating a series of compelling new marketing activity dashboards
- Wrote scopes of work for outside agencies/vendors and managed the accountability of large, complex, high-profile consult contracts involving the delivery of outsourced services
- Redesigned the organization's website—greatly improving numerous site aspects related to content management, branding, customer engagement, lead generation, compliance, and e-commerce workflow
- Increased online lead conversions 23% +/- and educational registrations by 112% average YOY—in addition to generating an 71% increase in social media impressions and 450%+ increase in followership
- Assigned by senior leadership to develop a new 5-year business plan and craft a strategic roadmap for improving market alignment, increasing customer engagement, and generating new alliances
- Led high-profile public relations initiatives and coordinated messaging strategies among a diverse mix of stakeholders that included city officials, international regulators, and corporate entities
- Served on the company's Safety Committee, responsible for preparing for natural disasters and ensuring the resources, procedures, and training was provided to help effectively manage emergency events

COBALT UNIVERSITY | **Communications Manager**

Redmond, WA: 2011-2013

- Held part-time role responsible for directing a mix of branding, marketing, and communication strategies aimed at boosting enrollment and awareness
- Modernized pathways for integrating inbound marketing objectives and digital strategies with traditional outbound activities, leading to a 12% increase in year-over-year enrollment rates

Experience + Accomplishments (cont'd)

- Executed a strategic marketing, lead generation, and PR plan to support the launch of a new doctoral program, increasing leads 167% and generating major gains in the national visibility of college/student activities and faculty research
- Developed brand positioning and messaging for improved website effectiveness, deploying digital media strategies that increased engagement 152%+
- Managed pre- and post-event communication strategies and logistics for a high-profile event hosting the U.S. Attorney General, top legal industry experts, key donors, and statewide business leaders

RAZOR SYSTEMS | VP of Marketing & Communications

Seattle, WA: 2009-2010

- Recruited in an executive-level role tasked with accountability for all consumer (B2C) campaign strategies, branding, and media—focused on increasing sales and reversing brand stagnation
- Developed and launched a new corporate brand following extensive cross-functional efforts related to consensus ideation, messaging framework development, and graphic standards definition
- Managed brand and communication assets for a new product line rollover
- Conducted market segmentation to support improved diversity/inclusion and deployed B2C marketing strategies that integrated traditional direct mail with digital, radio, TV, and consumer merchandising components; the combined campaign exceeded lead targets by 50-100% within a 12-month span
- Led a complete website redesign that integrated the new brand and improved overall performance; elements of the project included managing server-to-cloud relocation, streamlining the ecommerce purchase experience, ensuring PCI security compliance
- Additionally drafted/implemented plans to improve SEO/SEM strategy, content marketing, and social media outreach—increasing online conversion rates 250%+ and lowering conversion costs by 65%

SOUTHERN MEDICAL CENTER | Marketing & Communications Manager

Olympia, WA: 2009

- Worked on short-term assignment helping develop a marketing communications strategy for the launch of the hospital's new da Vinci Surgical System (robotic surgical technology)

ACME MATERIALS | Head of Marketing Communications

Seattle, WA: 2004-2009

- Directed the development/execution of an extensive array of B2B and B2C marcomm materials, aimed at helping the company achieve increased market penetration and expansion
- Managed product launch marketing, SKU naming, and State & Federal product trademarking
- Oversaw a 7-figure budget and led major restructuring aimed at identifying and eliminating unnecessary expenses (1.8% to 1.1% of sales)—allowing for reallocation of over \$500K
- Drove website redesign and online strategies (SEO/SEM) to promote brand equity and lead generation
- Managed the retail merchandising and brand design of new multimillion-dollar retail innovation center
- Hired, managed, and mentored internal marketing team members—in addition to supervising vendors

Education & Technical Skills

Graduate Certificate, Advanced Interactive & Digital Marketing | University of Oregon

B.S. Degree in Communications (Business Minor) | University of the Pacific

Software proficiency includes MS Office, Adobe Creative Suite CS6 & Creative Cloud (PC/MAC), SharePoint, Drupal, CMS, Oracle e-Business, and various CRM applications

Community Service & Affiliations

Additional experience serving as a volunteer advocate, trainer, and first responder for numerous animal-based therapy and crisis response organizations including The Paws Project, Zeta Animal Assisted Crisis Response, A/P Crisis Response Canines, Pet Advocates, and Galway Health. Efforts in this regard have included providing support for community emergencies, as well as assisting in ER departments and helping locate and rescue survivors of regional/national disasters