

# MOIRA KRIER

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## Creative Marketing Strategist | Driving Brand Impact Through Captivating Experiences

I translate market insights into engaging campaigns that build brand awareness, spark social conversation, and propel business growth. From social media savvy to strategic storytelling, I leverage my versatile skillset to craft unforgettable experiences that connect brands with their audiences and deliver impactful results. My expertise in content creation, copywriting, and project management allows me to seamlessly execute campaigns across digital platforms, while my passion for connecting people through compelling narratives ensures I resonate with diverse audiences. This blend of strategic planning and creative execution drives effective and engaging marketing initiatives.

### CORE COMPETENCIES

- Strategic Marketing
- Analytical Skills
- Social Media Strategy
- Content Creation & Copywriting

### PROFESSIONAL EXPERIENCE

#### **Global Business Travel Association (GBTA)**

**July 2021 – Present**

##### **Social Media Lead**

The digital media specialist drives brand growth as social media lead and podcast manager. The specialist owns the full editorial process, from determining strategy based on overarching business goals and industry trends, to content creation and community management, to reporting and feedback. Also communicates across teams and levels to provide analytics and strategic recommendations.

- Establish OKRs and provide weekly KPI updates to the executive leadership team
- Developed comprehensive social media strategy across 20+ platforms
- Monitor project timelines and performance, and offered strategy recommendations for 15+ annual events of varying size and scope
- Spearheaded a new strategy for the Business of Travel Podcast
- Coordinated contractors and staff to facilitate weekly recording, release, and marketing of each episode

##### **Marketing Specialist**

The GBTA Marketing Specialist drives B2B event marketing through strategic campaign execution, data-driven analysis, cross-departmental collaboration, and innovative approaches, pivotal in shaping successful event outcomes and boosting revenue growth.

- Designed and executed marketing strategy for Canada region and Professional Development department across various channels leading to record registration numbers and over 30% buyer attendance at events
- Reported on and analyzed the effectiveness of campaigns, supplied creative solutions to boost event attendance, and worked across multiple teams to create assets
- Monitored company KPIs, track progress, and offered strategic recommendations for future growth and improvement
- Built the first company-wide project management system for events in Airtable, liaising with all teams to ensure a simple and functional execution for all stakeholders. Ultimately increased company efficiency and saved over \$5,000 per year by replacing other software tools

#### **Explorer Media LLC**

**September 2019 - March 2023**

##### **Founder**

Explorer Media is a full-service digital marketing and management agency in South Jersey designed to help small businesses, creators, and nonprofits build a well-rounded and community-driven presence online. The agency oversaw a variety of clients' digital marketing efforts, providing brand development, social media, email marketing, and more, as well as one-off strategy consultations.

- Directed agency operations, executed business strategy, oversaw budget management and nurtured client relationships
- Led comprehensive marketing campaigns for both internal initiatives and clients, leveraging insights from consultation calls to create tailored strategies, driving traffic, engagement, and conversions across diverse channels.
- Client results include:
  - o Family Promise of the Jersey Shore saw a 15x increase in social media engagement. Email marketing saw an average of 41% open rates, 14.6% click-through rates, and 28% growth in subscribers
  - o Chef Lauren Covas, in just three months, saw a +240% growth in engagement on their primary platform, Tiktok, and 151% growth in engagement across the board.
  - o Liberty Humane Society saw an 83% increase in post engagement on Facebook and 50% on Instagram. Launched monthly newsletter, The Dispatch, to highlight news, pet care information, and pet of the month.

## **Surf City Hotel**

**May 2019 - December 2019**

### **Social Media Lead**

Formulated and executed ROI-driven social media strategies, curating diverse platform content, analyzing metrics, and collaborating cross-departmentally to ensure alignment with business objectives. Handled end-to-end editorial processes for Facebook and Instagram, encompassing content creation, caption writing, and post-publishing community management.

- Collaborated with department heads to coordinate promotional schedules for Hotel, Bistro, Beach Club, and Liquor Store and source content that highlights all products and services
- Developed and executed a social media strategy that resulted in an 89% increase in Instagram engagement and 62% growth in total social following over six months
- Managed weekly advertising budget for special events
- Implemented email marketing campaigns that are sent to over 5,500 subscribers resulting in an average open rate of 19.8% and click-through rate of 4.5%

## **Coastal Living Real Estate Group**

**October 2017 - July 2019**

### **Marketing Assistant**

Working directly with the broker/owner of the firm, the marketing assistant developed and implemented campaigns for luxury homes for sale and rent. The marketing assistant also presented agents and owners with relevant data stories to understand the impact marketing efforts had on their home sales or rental.

- Orchestrated social media strategy, led Instagram's launch, and grew followers to 450.
- Drove successful email campaigns with segmented lists, achieving 26% open rates and 4% click-through rates.
- Managed websites on WordPress and Squarespace,
- Oversaw daily office operations, including event scheduling and establishing a CMS for 200 tenants across 50 vacation homes.

### EDUCATION

Social Media Marketing Certificate, eCornell, January 2024

*Studies included: Social Media Strategy, Social Listening, Effective Content Marketing*

Marketing, Bachelor of Science, Kean University, December 2019

*Studies included: Marketing Research, Consumer Behavior*

### TECHNICAL SKILLS

- Organic and Paid Social Media Management
- Data Reporting and Data Analysis
- Content Management Systems (CMS)
- Task/Project Management
- Budget Planning