

# MILAN BALLARD

## EXPERIENCE

### 2021 - Digital Marketing Specialist - BallereTTe

- Now**
- Handle all US Digital Marketing tasks for an Italian footwear company entering new market
  - Google Ads, Meta Ads, Amazon Ads management and reporting
  - Writing copy and building email marketing with MailChimp and Salesforce
  - Amazon Brand Store management
  - TikTok, Facebook and Instagram copywriting and account management
  - Influencer marketing management
  - Translating documents from Italian to English

### 2020 Demand Generation Specialist - Therapy Brands

- Responsible for all paid social and Google Ads for four brands
- Handle annual budget over \$360,000 across four brands to ensure spend is on track
- Create blogs, graphics and downloadable assets to pair with social media, email and ad messaging
- Helped push the brand from 50% to over 100% of goal during a 3-month transition period without a boss or teammate

### 2017- Marketing Director - ABC Polymer Industries

- 2020**
- Responsible for all digital and printed creative via Adobe Illustrator, InDesign and Photoshop; newsletters, digital/print ads, social ads, website graphics, product labels and more
  - Generated social media content for two brands
  - Designed email newsletters to convey a strong message for each campaign and individual audiences with Microsoft Click Dimensions
  - Edited engineering copy for newsletters in InDesign
  - Make website copy updates on WordPress
  - Planned 10-15 tradeshows and events per year

### 2015- Marketing Coordinator -SMAO, LLC (Alabama Outdoors and Water + Oak)

- 2017**
- Created original content for and manage all social media accounts including Instagram, Facebook, Twitter and Pinterest
  - Increased social media following by over 16,000 in 13 months
  - Handled event planning and process for large scale and grassroots events
  - Generated all creative content for blog and website as well as press releases
  - Created original graphics for email, print media, billboard, radio and web use
  - Created email marketing content via AscentCRM through use of Bronto and Exact Target sent to over 100,000 subscribers
  - Headed product campaigns and promotions through photo shoots, apps, social media contests, emails and more

## CERTIFICATIONS VOLUNTEERING

- |             |                   |                  |  |
|-------------|-------------------|------------------|--|
| <b>2020</b> | Hubspot           | <b>2017-2021</b> | GBHS YP (Marketing Chair)                                  |
| <b>2020</b> | Google Ads Search | <b>2018-2022</b> | Friends of the Birmingham Botanical Gardens YP (President) |

## EDUCATION

- |             |  |             |  |
|-------------|--|-------------|--|
| <b>2014</b> | <b>University of Alabama - Bachelor of Arts</b><br>Marketing, International Business and Italian | <b>2013</b> | <b>Sant'Anna Institute Sorrento</b><br>Italian Minor |
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