

Caila Ellerman

Brand and Content Marketing

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Vancouver, B.C

Brand and content marketing manager with 8 years of experience in creating and managing digital content for SaaS and B2B organizations. Skilled in content strategy, social media marketing, email marketing, video production, and digital advertising. Proven track record of delivering projects on time, within budget, and to client satisfaction, while managing cross-functional teams, through Agile and Waterfall project management methods.

WORK EXPERIENCE

Project Manager - Brand & Content Sayvee Creative (Full Stack Agency)

06/2022-Present

- Lead cross-functional teams in the development and execution of marketing campaigns and experiences for various channels, including web, video, and social media marketing through Agile workflow
- Managed project budgets, ensuring profitability for the agency
- Oversee the execution of campaigns to ensure they were optimized for maximum performance
- Collaborated with designers, copywriters, videographers, and contractors to ensure projects are delivered on time and within budget
- Communicate project status, risks, and issues to clients and internal stakeholders, ensuring effective collaboration and a high level of client satisfaction.
- Manage a diverse workload of large and small projects, with a focus on efficiency and meeting deadlines

Multi-Media Marketing Manager SalonScale Technology Inc (SaaS/B2B)

06/2018-06/2022

- Produce and edit video content for product demos, testimonials, and marketing campaigns
- Develop and execute content strategies across all digital channels, including website, social media, email, and blogs
- Manage a team of content creators, writers, and designers to produce high-quality, engaging content
- Create and manage social media marketing campaigns, resulting in a 10% increase in engagement and a 40% increase in followers.
- Ensure as well as oversee the complete advertisement procedure to promote service in an effective manner
- Assisted in the development of motion graphics and graphic design for static content pieces

Marketing & Admin Assistant Inter-Mtn. Enterprises (B2B)

06/2017-03/2019

- Managed social media accounts and digital content production
- Organized materials for tradeshow and events while coordinating travel and accommodations
- Implemented email marketing campaigns and assisted with the curation of bi-annual catalogue
- Responsible for web updates and sales support

EDUCATION

Bachelor of Commerce University of Saskatchewan 09/2012-04/2016

Visual Communications Medicine Hat College 09/2011-04/2012

SKILLS



TECHNICAL SKILLS

Design & Prototyping
PhotoShop, Illustrator, XD, Figma

Web & Content Creation
Wordpress, Elementor, Crocoblock

Video
Premier, After Effects

Google
Analytics, Ads, Tag Manager

CRM & Project Management
Hubspot, Salesforce, Monday.com, Asana, Slack

Email Marketing
Hubspot, MailChimp, Active Campaign

Communications
G Suite, Microsoft, Outlook

CERTIFICATIONS

UX/UI Certificate
Google

Hubspot
Content Marketing, Inbound Marketing