

# Reed Harrington

## Digital Marketing Specialist | Strategy, Branding & Growth Expert

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### Profile

Marketing professional with over four years of hands-on experience in digital, field, and creative marketing. Experienced in campaign planning, paid media, SEO, and brand storytelling that drives measurable audience growth. Skilled in combining creative ideas with data insights to build awareness and engagement across multiple platforms. Known for an authentic approach, strong teamwork, and commitment to brand consistency; supported by AMA membership and Dean's List recognition. Able to bring a balance of creative vision and analytical thinking to deliver effective, audience-focused marketing solutions.

### Core Competencies

- **Digital Campaign Management:** Designing integrated campaigns that build audience reach and engagement.
- **Brand Positioning:** Defining and improving consistent, audience-focused brand identity across platforms.
- **Paid Media Optimization:** Managing ad performance to maximize ROI across digital channels.
- **Consumer Insight Analysis:** Interpreting data to inform targeted, data-driven marketing strategies.
- **Social Media Strategy:** Creating audience-specific content that drives growth and participation.
- **Content Development:** Producing high-quality creative assets that support brand storytelling goals.
- **Performance Reporting:** Tracking KPIs and translating analytics into actionable insights.
- **Collaborative Leadership:** Guiding diverse teams toward clear, high-impact marketing outcomes.
- **Creative Direction:** Shaping visuals and narratives that connect emotionally with audiences.
- **Market Trend Evaluation:** Monitoring digital and cultural shifts to refine marketing approaches.

### Selected Highlights

- ✓ Created a digital strategy that increased customer inquiries by 60% within the first quarter.
- ✓ Produced engaging content generating over one million organic impressions across Meta and Google.
- ✓ Designed multi-channel ad campaigns achieving four times higher engagement than industry averages.
- ✓ Led creative projects combining storytelling, SEO, and paid media to boost conversion results.
- ✓ Supported an early-stage startup that went on to secure \$2.5M in pre-seed funding.

### Professional Experience

#### MARKETING MANAGER

**Alpha Auto Haus** | Calabasas, CA | October 2023 - Present

- Building the company's digital presence from the ground up, developing a clear and consistent brand identity.
- Redesigning and improving the company website to enhance visibility, search ranking, and user experience.
- Planning and running paid campaigns across Google, Meta, and Yelp that drive measurable business growth.
- Growing social-media audience from 0 to over 10K through creative storytelling and community engagement.
- Leading email campaigns that increase returning clients and promote seasonal offers and service packages.
- Producing all visual and written marketing materials used across website, email, and social channels.
- Designing branded clothing and a custom race-car livery displayed at Laguna Seca Raceway.
- Supervising and mentoring marketing interns to ensure content stays aligned with company goals.
- Ensure data accuracy by conducting integrity checks across marketing and sales systems.
- Analyzing campaign performance metrics weekly to optimize ad spend, keyword strategy, and conversion rates.
- Working with sales and operations teams to align digital strategies with revenue goals and client retention.
- Manage brand partnerships and collaboration initiatives.

#### MARKETING CONSULTANT

**Venture Autopilot** | Hybrid | January 2025 - July 2025

- Worked with founders of an AI startup to build a focused go-to-market strategy.
- Conducted market research that identified a \$2.1B total addressable market and growth opportunities.
- Developed investor pitch decks and materials supporting a \$2.5M pre-seed raise at \$16.7M valuation.
- Wrote a detailed marketing plan outlining positioning, segmentation, and early customer acquisition goals.

- Collaborated with brand and product teams to strengthen identity, messaging, and customer onboarding.
- Presented data-driven campaign insights using Google Analytics dashboards and CRM performance reports.
- Implemented early paid ad tests across Google and LinkedIn, validating audience targeting and messaging strategies.

## MARKETING INTERN

**IntersectLA (CSUN Creative Agency)** | Northridge, CA | August 2024 - January 2025

- Assisted in planning marketing campaigns and creating digital content for clients across different industries.
- Helped manage social-media schedules and engagement to support client goals and online presence.
- Contributed to branding projects through market research, creative strategy, and copywriting.
- Worked closely with cross-functional teams to deliver creative projects within tight deadlines.
- Measured campaign outcomes and shared insights to improve strategy and client satisfaction.
- Supported website redesign projects by creating visuals and copy consistent with each client's brand identity.

## FIELD MARKETING REPRESENTATIVE

**Plogging Stick Co.** | Nationwide (Remote & Field-Based) | 2019 - 2021

- Promoted an eco-friendly product nationwide, engaging audiences through events, parks, and outdoor campaigns.
- Gave live demonstrations to educate consumers, increase awareness, and collect feedback on product use.
- Created social media content that highlighted sustainability and encouraged environmental participation.
- Gathered feedback to refine messaging and strengthen the brand's connection with environmental audiences.
- Networked with outdoor groups and sustainability influencers to generate word-of-mouth promotion and visibility.

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## Education

**Bachelor of Science, Business Administration (Marketing)**

*California State University, Northridge* | 2025

- Dean's List Honors
- Member, American Marketing Association (AMA)

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## Certifications

- SAP Google Ads Search Certification
- Google Ads Display Certification
- Google Analytics Certification
- Stukent Digital Marketing Certification

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## Key Skills & Tools

**Marketing Strategy:** GTM Planning, Brand Positioning, Market Research, Pricing, Segmentation

**Digital Marketing:** SEO, SEM, Paid Media, Email Marketing, Social Media Growth, Analytics

**Creative Production:** Photography, Videography, Graphic Design, Copywriting

**Software:** Adobe Creative Suite, WordPress, Google Ads, Google Analytics, CRM & Automation Tools

**Leadership:** Consulting, Campaign Management, Client Relations, Team Supervision

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## Volunteer Experience

**Adaptive Surf Volunteer** | *Life Rolls On Foundation*: Assisted athletes with disabilities during surf events.

**Event Assistant** | *Spartan Race & Tough Mudder*: Supported event logistics, participant coordination, and on-site engagement.