




Karrie Lucero

CREATIVE STORYTELLER

-  Greenwood Village, CO
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Digital Portfolio

Stories connect us.

Even in the smallest moments
there's a story waiting to be told.

You need only look for them.

The most exciting part is
determining how to express it —
through words, visuals, and
everything in between.

Be Kind ▾ Be Creative ▾ Be You

Skills

- Social Media Strategy (Sprout Social, Employee Advocacy)
- Storytelling & Brand Management
- Content Strategy (Google Analytics, WordPress, Mura)
- Digital & Visual Design (Canva, Adobe Photoshop, Procreate)
- Video Strategy & Production (Canva, iMovie)
- Photography & Art Direction (still + video)
- Copywriting & Search Engine Optimization (SEO)
- Email Marketing (1:Many communications, newsletters, Marketo)
- Digital Brand Management
- Campaign & Project Management

Certifications

- Agility in Marketing (IC Agile)
- Content Marketing (HubSpot)

Experience

Brand Marketing Manager ▾ Emburse

2022 - present

- Social Media: manage platform strategies, increased engagement by 55.3%, launched holiday social campaign, with 14.6% average engagement rate (Avg is between 0.5-2%)
- Campaign management: oversee digital brand promotions across simultaneous campaigns, create content for digital brand promotion in Canva design tool.
- Email marketing: Manage customer, prospect, and partner newsletters production, oversee 1:Many communications via social and Marketo email sends
- Direct mail: oversee direct mail efforts across multiple campaigns, coordinate with field and campaign managers.
- Brand Management: Developed Emburse Champions customer awards program (83 nominations in the first year), design brand experiences for user conferences and field events, lead social promotion with 9.2% average engagement rate
- Employee Advocacy: Curate content and training for employee social sharing tool, Co-lead employee brand ambassador program
- Event Planning: Defined strategy and communications, executed conference promotion strategy, including email, social media, mobile app development, and onsite brand and customer experiences

Creative Strategist, Brand ▾ Xactly Corp.


2021 - 2022


- Content & Editorial Management: Lead content strategy and managed copywriter, driving 58% increase in blog traffic
- Digital Promotions: Developed video strategy, increasing top-performing content downloads 212%
- Blog Subscription: Developed strategy, increasing signups 236%
- Creative Direction: Oversaw Canva platform, including development and creative direction of content pieces for social, email, etc.




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Experience Cont.

Content Marketing Manager ▾ Xactly Corp.

2017 - 2021

- Content Creation: Lead content writer of blogs, emails, digital ads, web and UX copy, long-form pieces, etc.
- SEO Optimization: Created content SEO strategy, achieving blogs driving 31% of total website traffic
- Thought Leadership: Developed content strategy and executive ghostwriting opportunities

Account Coordinator & Copywriter ▾ Watermark Advertising 2015 - 17

- Account Management: Manage a portfolio of clients across B2B and B2C industries, including healthcare, technology, food & restaurants, retail, manufacturing, and finance
- Brand Strategy: conduct branding exercises, work with clients to develop cohesive brand design and tone of voice
- Creative Direction: provide art direction,
- Content & Social Strategy: oversee content/SEO, and social strategy for Watermark and a portfolio of B2B and B2C clients

Education

New Mexico State University

2016

BBA, Marketing & Advertising
BS, Journalism & Mass Communications

A Little Bit About Me

1. I'm one of the lucky ones that think Cilantro tastes like soap
2. I've earned over 20 Junior Ranger badges at US National Parks
3. I love arts & crafts, including scrapbooking, photography, embroidery, and drawing
4. My latest favorite reads: The Atlas Six series and Fourth Wing
5. If I could join any fictional world, it would be Harry Potter or Pokemon