

Elsbeth Drayton

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(425) 753-7623

profile

Experienced social media marketing manager, copywriter, and digital content strategist with unique expertise in increasing engagement and promoting global marketing campaigns.

work experience

Baby2Baby

Los Angeles, CA

Social Media Marketing Manager

Sept 2021 - Present

- Design and execute social calendar across platforms for 248k+ followers; write copy for all social posts and manage approval process for successful coordination across internal teams and external stakeholders; coordinate corporate social asks and requirements within editorial calendar
- Increased Instagram followers by 32k+ in first 3 months in role; adapt posting schedule and content based on data analysis and KPIs; doubled average posting rate on Instagram
- Create compelling graphics across social media platforms; update content and graphics on organization's website; coordinate product photoshoots and edit for social posts

Save the Children U.S.

Washington D.C.

Digital Marketing Manager

Feb 2021 - Sept 2021

- Ensured large-scale marketing campaigns on track and hit objectives/KPIs; developed and managed campaign timelines to meet deadlines; translate data to tell a story for stakeholders
- Created and optimized CMS for daily social and site content across teams, navigating commitments to corporate partners and talent; managed digital content strategy to ensure campaign clarity and relevance; wrote copy for daily content; managed marketing team projects and priorities

Save the Children U.S.

Washington D.C.

Senior Coordinator,
Humanitarian Response

Dec 2018 - Feb 2021

- Developed, copyedited, and fact-checked internal and external materials; coordinated feedback for donors and stakeholders in \$30m Yemen project; tracked submissions to ensure effective information management
- Increased significant department KPI by approximately 100% to improve project completion, and redesigned monthly department newsletter

Kirkus Reviews, LLC

Book Reviewer

May 2020 - Present

- Read and review non-fiction books for online publication

Livable, Inc.

Content Strategist &
Copywriter

Sept 2018 - Dec 2019

- Created content to improve clarity and customer engagement; scheduled and wrote long and short form copy; collaborated on social campaigns across site, social, and advertising teams
- Analyzed content trends, data, and performance across media channels; utilized SEO to increase customer acquisition

education

SOAS, University of London

MSc in Migration, Mobility & Development Studies,
Distinction

October 2018

Reed College

Bachelor of Arts in Anthropology

May 2016

skills

Adobe Creative Suite, Canva, Google Suite, Microsoft Office 365, CRM, Google Analytics, MailChimp, WordPress, AP Style Guide, Copywriting, Data Visualization, PowerBi, Conversational French