

ROY VARNEY

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SUMMARY

Digital marketing manager with 10+ years of experience ideating and implementing marketing initiatives across website development, email campaigns, social media channels, and content creation. Experienced in utilizing data-driven insights to improve overall marketing performance. Specialized in leading cross-functional marketing efforts by aligning stakeholders with a wide range of expertise and interests.

PROFESSIONAL EXPERIENCE

Multimedia Marketing Manager

August 2014 - Present

Texas Retired Teachers Association, Austin, TX

- Designed and executed marketing initiatives for a membership organization advocating for retirement benefits of teachers with 100K+ members
- Oversaw the redesign process for the website twice to increase the marketability and awareness of the organization
- Selected a new website template, designed the content in HTML and CSS, and imported a heavy load of content into the website, including a weekly blog spanning 15+ years
- Collaborated cross-functionally with other teams to coordinate content ideas and content review across all committees for the new website
- Drafted and sent weekly newsletters summarizing the state and federal advocacy efforts for 93K contacts
- Spearheaded monthly email marketing campaigns to increase membership renewals and subscriptions, experimenting with the content and design changes to achieve 40-50% open rates and 6-10% clickthrough rates
- Launched the TikTok and YouTube channels while growing the Facebook following from 4K to 18K likes through livestreams and video uploads to promote membership engagement
- Analyzed social media engagement data to identify how legislative advocacy topics and photos of members drive higher engagement and translated the insight to capture more photos and videos of the members in action
- Collected grassroots and organic multimedia content from members through email and social media submissions
- Supported the sister organization's marketing efforts, including their website, blog, multimedia content, and yearly summary videos on their grant initiatives to increase donations

Marketing Manager

September 2011 - May 2018

UrbanHerbal, Austin, TX

- Built and maintained a WordPress site and an e-Commerce site in WooCommerce for a physical gift shop selling herbs and herbal products
- Launched a blog and posted monthly content around gardening, cooking, health, and any other uses for herbal products
- Edited and sent out promotions through social media and email marketing channels to drive higher sales while optimizing the profit margins

TECHNICAL SKILLS

- WordPress
- HTML and CSS
- Google Analytics
- Adobe Creative Suite
- Video Editing
- Photography

EDUCATION

2014 **M.A. in Journalism**, The University of Texas at Austin

2010 **B.A. in Theater**, St. Edward's University