

121 S Hampton Rd
Apt 60
Crowley, TX 76036

Tucker Partridge

501 - 317 - 0664
tuckerpartridge@gmail.com
tuckerpartridge.com

Experience:

Digital Marketing Specialist, Agora Data, Arlington, TX

- Manage high-volume, quick-turnaround digital and print projects
- Work closely with VP of Marketing to contribute in improving structured workflows, brand standards, budgeting, and marketing materials
- Write and edit copy for social media, internal presentations, blog posts, website pages, printed collateral, emails, press releases, and award submissions
- Manage and execute paid social media strategy including SEO keyword research, creative design, and budget allocation utilizing geo-fences, beacon marketing, and re-targeting
- Document and edit internal and external events through media such as videography, photography, and graphics
- Create and establish strong relationships with vendors for outsourced projects
- Write, direct, design, and manage the creation and delivery of graphics, videos, emails, printed collateral, webpages, and animations
- Create, design, source, and execute go -to-market plans to present to C-suite and board members
- Perform data entry, analysis, and cleanup utilizing Microsoft Excel for quality lead generation and Customer Relationship Management (CRM) Creative Suite

August 2023 - present

Copywriter/Editor, Wachter Inc., Remote

- Oversaw complete overhaul of website copy and design, optimizing for search engines, and editing content
- Curated and deployed email campaigns via HubSpot and ContactMonkey
- Blog writing, sales slick creation, and case study drafting
- Trade Show planning and social media deployment

July 2021 - August 2023

Marketing Specialist, ZL Technologies, Milpitas, CA

- Audited and oversaw the establishment of email campaign software after surveying and mastering Klaviyo, HubSpot, MailChimp, and Pardot. Campaign open rates reached as high as 30%, and had average click rates of 10%.
- Oversaw a company LinkedIn engagement rate growth of 700%
- Completed the process of search engine optimizing the company website, moving several targeted pages to within 3 spots of the top result on Google Search

July 2019 - April 2020

Arkansas Fight Site Manager, Vox Media, Remote

- Grew site from 8,000 monthly views to an average of 20,000 views per post, reaching as high as 45,000 views
- Grew Twitter account from fewer than 6,000 followers to well over 10,000 followers using no ad spend
- Created a podcast for the site that amassed an average of 1,000 downloads per-episode within 7 episodes, using only organic marketing, and no ad spend

May 2019 - January 2020

Education:

Bachelor of Arts in English, Creative Writing
University of Arkansas, Fayetteville, AR

Fall 2014 - Fall 2018

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Core Competencies:

- Fluency and certification in Meta (Facebook), Microsoft (Bing) & Google Suites and Ad Platforms
- Capable of executing along the entirety of the go-to-market process, from ideation to delivery
- Adept with CRM Software (HubSpot, MailChimp, Zoho, Klaviyo, Salesforce) and Email Campaigns
- Experienced in digital, print, and video design utilizing the Adobe Creative Suite
- Developed multiple brands into profitable enterprises from ideation to fulfillment
- Develops and maintains relationships with industry vendors and freelancers
- Collaborative team player and manager

Honors and Awards:

- ◇ University of Arkansas Honors College Sturgis Fellowship
- ◇ Arkansas Governor's Distinguished Scholarship
- ◇ Black Apple Awards: Best Comedy Group in Arkansas

Certifications:

- ◇ GoogleAds Certified

LinkedIn Skill Assessment Certifications:

- ◇ GoogleAds
- ◇ Adobe Creative Cloud
- ◇ Search Engine Optimization (SEO)
- ◇ Copywriting

Case Study:

A client started her chiropractic clinic, and brought me on to consult for her marketing strategies and implementation. I designed logos, color palettes, brand standards, printed collateral, a website, organic social media posts, email communications, and NIL (Name, Image, and Likeness) creative. I also wrote all of the associated content, and now manage the company's digital advertising strategy.

Portfolio:



Case Study:

