




Suthe Mani

Digital Marketer

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 San Diego, CA, 92129

Skills (proficient to advanced): Microsoft Office, Facebook Ads, Reddit Ads, Twitter Ads, Pinterest Ads, Quora Ads, Asana, Basecamp, WordPress, Google Drive, Dropbox, Copywriting, Social Media Management, Podcast Hosting, Blogging, Editing & Proofreading, Canva, Sprout Social, Content Management, Developing & Maintaining Editorial Calendars, Airtable,

Experience

Digital Marketing Associate

Ezoic

Aug 2019 - Apr 2020

- Tracked spend (~250k a month) and performance for 10 ad platforms by creating Google sheets embedded with formulas
- Helped build relationships with influencers and stakeholders, secured a year-long deal with a top digital marketing influencer by emailing them a proposition for a symbiotic business relationship
- Sourced creative from cross-functional teams by providing direction to the design team to generate effective ad creative
- Co-hosted 2 episodes for Ezoic's podcast, The Publisher Lab, on YouTube and Apple podcasts

PPC Associate

Seer Interactive

Feb 2019 - Jul 2019

- Performed bi-weekly client calls and weekly client communication via Basecamp
- Developed weekly analyses such as Competitor Analysis, Keyword Analysis, Landing Page Analysis, etc. via Microsoft Excel and PowerPoint
- Analyzed why MoM performance improved or decreased by integrating ad performance data in Google Sheets into a Google Data Studio report

Awards & Certificates

First Place, Vocal Media's "Better Days" writing challenge

Piece: ["I Need Theatre Back In My Life"](#)

Certified, "[Viral Marketing and How To Craft Contagious Content](#)"

by University of Pennsylvania (Coursera)

Content Marketing & Social Media Specialist

Katana (acquired by BV Accel)

Sep 2017 - Jan 2019

- Wrote 60 articles on digital advertising news and ad tech via WordPress & Medium
- Wrote 2 client case studies and 1 company research study
- Wrote copy for email marketing campaigns via MailChimp and landing pages via Instapages
- Grew LinkedIn followers by roughly ~60% from 1,060 to 1,700 followers
- Applied to over 20 awards and became a finalist for SDBJ, Inc. 5000, US Search Awards, and Digiday
- Managed and posted on all 4 social media accounts via Sprout Social

Education

Cornell University

B.S. in Communication Media Studies

Class of 2017, *cum laude*

Hobbies



Writing



Baking



Jewelry-making



Dancing



Theatre



Singing



Hiking



Traveling Blogging