

WHITNEY L. WAGNER

CREATIVE MARKETING STRATEGIST



www.whitneylwagner.com
whitney@whitneylwagner.com
(717) 781-7656

PROFILE:

Passionate about cultivating deeper connections between purpose-driven organizations and the people they serve through purposeful brand development and powerful visual and written communication. I love to dig into company history and purpose to refine brand messaging, then craft messaging that resonates with their audience. I possess a strong desire to get to the root of a story or problem, proposing pathways toward success. My detail-oriented nature allows me to catch common errors and has even allowed me to save companies from unnecessary expenditures.

RELATED EXPERIENCE:

BIGGER PICTURE MARKETING, LLC

Founder & Creative Marketing Strategist
October 2023-Present

- Brand Development
- Brand Management
- Marketing Strategy
- Content Marketing
- Copywriting & Editing
- Search Engine Optimization (SEO)
- Website Design, Development, & Maintenance
- Social Media Marketing
- Email Marketing
- Reporting/Analytics
- Photography
- Graphic Design

WHITNEY L. WAGNER

Writer (Blogger, Author) & Creative Professional
December 2012-Present

- Copywriting & Editing
- Content Marketing
- Search Engine Optimization (SEO)
- Photography
- Website Design, Development, & Maintenance
- Graphic Design
- Social Media Marketing
- Email Marketing
- Reporting/Analytics

READY TRAINING, INC.

Marketing Manager, August 2020-May 2023
Senior Marketing Administrator, May 2023-August 2023

- Marketing Strategy Development & Implementation
- Management
- Brand Management
- Marketing Campaigns
- Content Marketing
- Copywriting & Editing
- Website Design & Development
- Search Engine Optimization (SEO)
- Social Media Marketing
- Email Marketing
- Reporting/Analytics
- Project Management
- Event Planning
- Graphic Design
- Advertising

WINDSOR, PA

WINDSOR, PA

ELIZABETHTOWN, PA

STRENGTHS:

- Communication
- Organization
- Time Management
- Leadership
- Management
- Creative Problem Solving
- B2B Marketing
- Marketing Strategy
- Content Marketing
- Copywriting & Editing
- Visual Communication
- Photography
- SEO
- Web Design & Development
- Social Media Marketing
- Email Marketing

TECHNICAL SKILLS:

- Microsoft Office Suite
- Adobe Creative Suite
- Wordpress
- ClickUp
- Google Analytics
- Google Search Console
- HubSpot
- HootSuite
- Google Ads
- Trello

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RELATED EXPERIENCE (CONTINUED):

UTZ QUALITY FOODS

Assistant Brand Manager
January 2019-August 2020

- Project Management
- Consumer Research & Analysis
- Communication
- Brand Performance Analysis
- Brand Strategy Development and Implementation
- Document Design
- Product Photography
- Video Marketing
- Trade Show Planning

HANOVER, PA

HERCULITE PRODUCTS, INC.

Digital Marketing Associate
October 2018-December 2018

- Content Marketing
- Copywriting & Editing
- Search Engine Optimization (SEO)
- Email Marketing
- Marketing Strategy
- Website Design

EMIGSVILLE, PA

BAPS AUTO PAINTS & SUPPLY

Sales & Marketing Coordinator
March 2017-August 2018

- Marketing Plan Development & Implementation
- Branding
- Content Marketing
- Copywriting & Editing
- Social Media Marketing
- Search Engine Optimization (SEO)
- Website Design, Development, & Maintenance
- Photography
- Graphic Design
- Email Marketing
- Event Planning

YORK, PA

EDUCATION:

LIBERTY UNIVERSITY LYNCHBURG, VA

*Bachelor of Science,
Interdisciplinary Studies*
October 2017-December 2018

Graduated summa cum laude

AREAS OF STUDY:

- Business (Marketing)
- Language Studies (English)
- Fine Arts (Graphic Design)

YORK COLLEGE OF PENNSYLVANIA YORK, PA

*Associate of Science,
General Studies*
August 2004-May 2008

AREAS OF STUDY:

- Professional Writing
- Business