

ISABELLA CONRAD

CONTENT MARKETING MANAGER 📞 408-806-6718

◦ DETAILS ◦

408-806-6718

isabella.a.conrad@gmail.com

◦ LINKS ◦

[LinkedIn](#)

◦ SKILLS ◦

Creative Vision & Concept Development

Art Direction

Agile Project Management

Digital Content Strategy

Strong Agency & XFN Team Management

Thoughtful & Effective Communicator

Creative & Critical Thinker

👤 PROFILE

Experienced content marketing manager with expertise in driving impact through digital content, visual and written storytelling, and consumer marketing strategies. Creative, insight-driven thinker and diligent cross functional collaborator with a track record of delivering ROI in fast-paced settings.

📁 EMPLOYMENT HISTORY

Digital Content Marketing Manager at Carve Designs

October 2021 — Present

- Concept, produce, and **launch brand awareness campaign, driving lift in overall impressions and search volume.**
- Work cross-functionally to understand seasonal trends and themes to create a comprehensive digital content strategy across channels including web, email, affiliate, social, influencer, and CRM.
- Act as brand guardian to hone creative vision for digital channels to align with brand identity and amplify Carve Designs' brand ethos and intention through written and visual storytelling.
- Art direct seasonal productions to develop uniquely recognizable digital content.
- Manage external paid media agency, affiliate agency, influencer and PR agencies, and web development agency to develop best in class digital content and strategies.
- Manage internal producer, graphic designer, and social media team to produce and schedule content.
- Spearhead on-boarding and utilization of social media listening and channel measurement tools to understand Carve Designs' SOV, brand health, and social audience to inform brand and product marketing strategies.

Co-Founder at Sail Tahoe Blue

June 2020 — Present

- Lead business development and partnership strategies, resulting in **sales growth of 66%**.
- Develop branding portfolio including brand definition, positioning, and identity.
- Manage content development, web design, CRM, and social media marketing for all Sail Tahoe Blue touch points.
- Charter 40 ft vessel as USCG 25 ton licensed captain.

Marketing Manager, Mobile Marketing at Google

January 2020 — April 2021

- Built Go-To-Market strategies and integrated campaigns for Google Pixel's flagship launches.
- Responsible for growing Google Pixel's brand through audience acquisition, community development and digital content output.
- Led Google Pixel's global and US social strategy for Tier 1 launches & evergreen campaigns acquiring **+500K followers** across global brand channels with **3M+ reach**.
- Executed first ever social-first hardware launch event, bringing together 18 Global social handles to drive **1.5M organic views** with Pixel content generating **48% of total social mentions**.
- Drove quarterly US paid social campaigns to generate **lift in consideration for Pixel 4a, Pixel 4a (5G), and Pixel 5**.
- Managed internal paid media and PR teams as well as external social media and influencer agencies.

Social Media & Influencer Lead, Create Marketing at Google

March 2019 — January 2020

- Developed Pixelbook's paid social, organic social, and influencer strategies.
- Strengthened Pixelbook's presence on global social channels and developed an influencer program of **300+ advocates**.
- Led YouTube creator content strategy and execution for the launch of Pixelbook Go, generating **4.7M impressions** and **\$141K total EMV**.
- Managed internal paid media and PR teams as well as external social media and influencer agencies.

Sales Marketing Lead at Sierra-at-Tahoe

November 2017 — February 2019

- Responsible for producing owned and paid content.
- Managed brand partner event planning and execution.
- Led outbound prospecting, leading to **123% increase in sales YoY**.
- Developed robust CRM with an **open rate of 23%**, improving online sales.

Product Marketing Specialist at Gametime United

October 2016 — November 2017

- Developed and fostered Gametime's social presence across YouTube, Instagram and Twitter.
- Supported GTM team with product insights and development of key marketing themes.
- Partnered with cross functional teams to develop **brand refresh strategy**.



EDUCATION

Bachelor of Science in Marketing, University of San Francisco

2012 — 2016

Graduate Certificate in Web Design, University of California, Irvine

2018 — Present