

# Autumn Barker, CSM

## Candidate for Sr. Lead, Creative-Americas

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### PROFESSIONAL SUMMARY

Adaptive Marketing Strategy Manager with 10+ years of experience delivering successful omni-channel campaigns for high-visibility initiatives. Adept at campaign and creative development, brand strategy, and integrated marketing plans. Excellent history of driving substantial increases in revenue, implementing innovative engagement strategies, and enhancing brand recognition through cohesive and impactful storytelling.

### CORE COMPETENCIES

- Project Leadership
- Art Direction
- Strategic Thinking
- Cross-Functional Collaboration
- Integrated Marketing
- Digital Platform Utilization
- Omni-Channel Marketing
- Brand Advocacy
- Creative Solutions Development
- Content Development
- Copywriting
- B2B/B2C
- DTC Channel Leadership
- Storytelling
- Stakeholder Relations

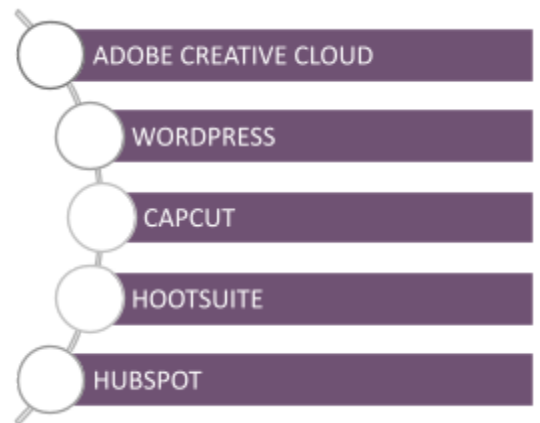
### PROFESSIONAL EXPERIENCE

#### Marketing Strategy Manager

University of Central Florida • Orlando, FL • 2021 to Present

Lead campaign and creative development from ideation to execution for large, cross-division campaigns across several high-visibility university initiatives. Oversee brand strategy and ensure brand quality across all communications and marketing efforts. Partner with various teams to manage and execute strategic marketing initiatives.

- Directed the UCF Day of Giving campaign, achieving a 340% increase in total donations and a 41% increase in total donors, raising over \$3.79M from 4,438 donors in 2022.
- In 2023, managed the UCF Day of Giving campaign to raise \$6.87M from 5,070 donors, marking an 83.9% increase in total donations and a 73.6% increase in individual gifts year-over-year.
- Spearheaded the implementation of gamification strategies, including lapel pins, leading to a successful campaign with a 32.9% increase in donations reaching over \$9M in 2024.
- Developed and launched a social media quiz in 2024, resulting in a 22% engagement rate and 14.6% conversion rate, contributing to over 1,000 gifts.
- Established a cohesive brand and creative style for UCF Day of Giving, significantly boosting recognition and engagement.



#### Contract Director of Content and Social Media Marketing

Brand Manifest Inc. • Orlando, FL • 2020 to 2021

Designed and implemented social media and content marketing strategies to drive business revenue and profit while leading multiple team members to establish a firm foundation for organizational growth in a start-up environment. Oversaw the development of digital content creation across B2B, B2C, and non-profit clients. Led and managed the content development lifecycle for both internal brand and external clients.

- Established brand standards and developed the brand voice, tone, and messaging for Brand Manifest Inc.
- Directed social media and content strategy development, resulting in improved brand presence and engagement for clients across multiple industries.
- Onboarded and provided exceptional customer service for clients, fostering long-term relationships.
- Mentored a communications specialist, enhancing her skills in media pitches and content development.
- Built trust with non-profit clients, helping them understand the importance of branding and its impact on their message.

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## Demand Generation Manager

Intelity • Orlando, FL/Los Angeles, CA • 2018 to 2020

Directed lead generation campaigns for a SaaS-based hospitality technology company. Crafted strategic engagement through digital campaigns, including social advertising and Pay-Per-Click (PPC) campaigns.

- Delivered 30+ qualified leads per month, boosting potential customer base and enhancing brand recognition.
- Developed brand copy and content following a rebrand, leading to a 22% increase in organic website traffic within six months.
- Increased the company's social audience by over 27% within one year through targeted content and social strategies with a particular focus on LinkedIn networking and content creation.
- Coordinated the merger of Intelity and KEYPR, developing a unified brand voice and strategy.

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## Account Manager

Reach • Kissimmee, FL • 2018

Established and maintained client relationships with up to 6 clients simultaneously across a variety of business segments. Supervised the inbound marketing lifecycle for clients, crafting customized strategic solutions to achieve goals and meet identified needs.

- Led the charge in the agency's efforts in Google Ads and YouTube Ads, increasing revenue by up to 10%.
- Attracted additional clients by offering new digital advertising services, enhancing the agency's service portfolio.
- Created full-scale social media marketing strategies for the local Ben & Jerry's franchises.

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## Content Writer

Crystal Clear Digital Marketing • Orlando, FL • 2017 to 2018

Assisted clients in developing customized content strategies to improve SERP rankings while leading a team of 7 direct reports to drive traffic to client websites. Crafted strategic plans for meeting the needs of 300 B2B and B2C clients while managing stakeholder relationships and navigating new account onboarding needs.

- Turned around a challenging client relationship, saving a \$25k/month contract and securing long-term business.
- Developed and executed content strategies that significantly improved clients' SEO performance and online visibility.
- Conducted one-on-one consultations with clients to tailor content strategies to their specific needs and goals.

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## EARLY CAREER

Account Manager • The Walt Disney Company, Yellow Shoes Creative Group

Contributing Writer • Orlando Style Magazine

Blog Editor • The Independent Florida Alligator

*"She has a very strong work ethic and is willing to tackle complex problems with dependent delivery tasks like a pro. She is able to manage many projects and details simultaneously, being able to deliver strong and creative work product. She showed the ability to work cross-departmentally culling information and deliverables from stakeholders with competing agendas and time constraints."*

Jessica A., SVP Global Operations, INTELITY

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## EDUCATION & CERTIFICATIONS

UNIVERSITY OF FLORIDA  
Bachelor of Arts, English

SCRUM ALLIANCE  
Certified Scrum Master

HOOTSUITE  
Social Marketing Certification  
Advanced Social Advertising Certification