



NINA THORNTON

www.ninathornton.com

EDUCATION

BAYLOR UNIVERSITY Waco, TX

Bachelor of Arts Degree

Major: Film and Digital Media

Honors: Dean's List, Academic All-Big 12 Equestrian Team

WORK EXPERIENCE

July 2018 – Present

DIGITAL MARKETING SPECIALIST

[Zymo Research Corp., Irvine, CA](#)

- Managed SEO and increased organic search traffic by 25%
- Led redesign of a new website, resulting in a 45% increase in revenue
- Built automated email drip campaigns that drove sales from website triggers and personalized follow up communications from trade shows
- Created and managed advanced email segmentation, which helped generate and maintain an average open rate of 30%
- Built, optimized and managed all Google Ads campaigns
- Led 'Give Back to Science' campaign, aimed at providing tools, resources, and opportunities to scientists in developing countries

WORK EXPERIENCE

April 2017 – July 2018

MARKETING CONSULTANT

[Body Science Marketing, Laguna Beach, CA](#)

- Created, designed and implemented email marketing campaigns
- Acted as executive producer on social media video shoots
- Advised clients' social media brand strategy and identity
- Rebranded nutraceutical products
- Worked closely with digital agencies to ensure specifications were met and brand identity was consistent
- Performed extensive market, product and demographic research
- Designed and helped write eBooks to support various campaigns
- Created company website and logo

MARKETING & ENGAGEMENT INTERN

August 2016 - February 2017 [Trinet Internet Solutions Inc., Irvine, CA](#)

- Implemented clients' web, SEO, SEM and social media strategies
- Wrote SEO articles for various clients
- Conducted research and ran analytics on social media campaigns
- Increased engagement on social media platforms
- Wrote communication pieces such as eNewsletters
- Generated leads through direct marketing campaigns

EDITORIAL INTERN

Summer 2015

[Locale Magazine, Costa Mesa, CA](#)

- Wrote articles for various markets
- Put articles on website and optimized them for SEO
- Contributed ideas for upcoming issues and web content

DIRECTOR OF MARKETING & BARN MANAGER

February 2012 - Present

[John Berney Equestrian, San Juan Capistrano, CA](#)

- Created and managed the website, Facebook Page and Instagram
- Generated business through Facebook and Instagram ad campaigns
- Created digital marketing materials and campaigns for sale horses
- Oversaw care of horses, managed lesson schedule and vet records
- Managed industry specific advertising platforms and relationships

COMPUTER**SKILLS**

Software: Adobe Photoshop, Lightroom, InDesign, Illustrator, Premiere, Microsoft Word, Excel, Powerpoint, Hootsuite, Agora Pulse, Netsuite, Salesforce, Wordpress, Squarespace, Google Analytics, Google Ads, Facebook Business/Ads Manager, Klaviyo, Pardot, Shopify, Shopify Plus, Magento

ACTIVITIES

Competitive equestrian, photographer, writer and former NCAA Division 1 student-athlete