

# CALLEIGH LITTLE

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[crapHOST.com/calleigh](http://crapHOST.com/calleigh)

## Professional Summary

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Aggressively entrepreneurial digital marketer with proven skill across various industries in planning, executing, and optimizing online marketing strategies. Achieves regular success by capitalizing on key metrics and appealing to a wide array of demographics through an abundance of life experience.

## Skills

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- Agile Workflow
- Website optimization
- Content Marketing
- Branding
- Project Management
- Copywriting expertise
- Technical Writing
- Search Engine Optimization
- Analytics and SEO
- Budgeting
- Web Security
- Web Design
- Adobe Creative Cloud
- HTML
- PHP
- CSS
- Javascript
- JQuery

## Work History

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### Director of Marketing Communications

01/2016 to Current

#### SkateIDSA – Miami Beach, FL

- Coordinated innovative strategies to accomplish increased membership rates and boost overall global presence.
- Skyrocketed yearly memberships through branding and content creation, generating a profit gain of 400% over 3 years.
- Conducted trials and tests on various marketing channels, most notably social media, email marketing and paid acquisition.
- Maintained growth through periods of limited budget by cautiously investing time into organic materials such as blog posts, highlight reels, and social media interaction.
- Compiled product, market and customer data to forecast accurate sales and profit projections.
- Developed insights on marketing campaigns to assess performance against goals to delegate work to a small creative team of 3. Oversaw preparation of marketing copy, images, videos, emails and other collateral.

### Freelance Web Designer and Marketer

01/2018 to Current

#### Self Employed – Portland, OR

- Determined coding requirements for site creation, including e-commerce capability, security and marketability.

- Developed site content and graphics by coordinating copywriting and designing images, icons, banners and enhancements.
- Maintained a consistent client portfolio while producing original creative work that directly benefited clients in profits and customer acquisition.
- Used site analytics and metrics to define and monitor success. Established baseline SEO practices that acquired 25% of all clients organically.
- Added specific calls to action in social media posts and directly on webpages by analyzing data using free tools to keep profit margins low.
- Delivered services as web developer, designer, application specialist and webmaster, acting as project manager for platform transition. Promoted brand identities by creating company logos and delivering attractive, user-friendly and unique websites.

## QA Inspector and Web Developer

09/2018 to Current

### Hakkasan Group – Las Vegas, NV

- Designed, implemented and monitored web pages, plugins and functionality for continuous improvement.
- Oversaw technical issues and troubleshooting requests to resolve surfaced problems.
- Worked with digital marketers and project managers to synchronize web presence with brand identity, logo, and objectives.
- Conducted testing and review of website design for responsiveness, clarity and effectiveness by using automated tools and expert oversight.
- Provided front-end website development using WordPress, Campaign Monitor and other editing software.
- Wrote lines of code using HTML, CSS, PHP, JavaScript and jQuery languages.
- Employed search engine optimization tactics within WordPress to increase reach of targeted audience established by digital marketing team.

## Education

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### Bachelor of Science: Marketing

05/2016

### Salem State University - Salem, MA

- Concentration: Advertising
- Minored in Sociology

## Accomplishments

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- **Self-published author:** *Carrion, Carried On*. 234 Pages - 125,000 Words. Ran successful Kickstarter campaign funded by 57 backers, raising \$1,716 in just 30-days.
- **Successful adventure traveler:** Skateboarded Oregon to Massachusetts over 48-days running on crowdfunding raised through GoFundMe and advertised in major publications such as BuzzFeed, Vice Sports, Women's Wear Daily, Gay Star News, and more. Landed documentary spot in "*Humanity Stoked*."
- **Globally recognized endurance event host:** The *Skate Central Lakes Endurance Festival* brought in 30 skateboarders from 4 countries in its inaugural year. The 3-day, 200+ mile race is now an official flagship race, and fields sponsors from the Minnesota area. The race earned a small profit in its first year to be reinvested in advertising for the next event.