

CEARA METAYER

CREATIVE MARKETER

cearametayer@gmail.com



@vocallyceara



www.cearametayer.com



Tampa, FL

PERSONAL PROFILE

Multidisciplinary marketer with experience in cross-functional team leadership, data-driven campaign & content strategy, and creative copywriting

PROFESSIONAL SKILLS

Marketing

Campaign Design & Strategy, Market & Competitive Analysis, DTC Email & Social Media Marketing, Client Presentations, Concept Pitch Meetings, Cross-functional Teamwork, Project Management, Integrated Campaigns, Internal & External Marketing, Branding & Identity

Tools: Brand24, Constant Contact, Google Analytics, Facebook Ads Manager, Commspoint Influence, Asana

Research & Writing

Marketing White Papers, Brand Manifestos, Scriptwriting, AP Style, Proofreading, Data Visualization & Analysis, Paid & Organic Social Media Copy, Case Study Writing, SEO Writing, Brand Voice Development, Storytelling, Long-form & Short-form Copy, A/B Testing, Web Copy Development, Qualitative Coding

Tools: Google Workspace, Qualtrics, Tableau, SPSS

Audio & Visual

Content Creation, Video Content Editing, Music & Podcast Production, Graphic Design, Logo Design, Photography: Studio & Natural Light, Art Direction, Pre-production, Post-production, Presentation Deck Design, TV and Radio Talent Casting, VO Talent/Voiceover Artist

Adobe Programs: Illustrator, Premiere Pro, Lightroom, Photoshop, InDesign, After Effects, Bridge

EDUCATION

University of South Florida

MS, Advertising

BA, Mass Communications with a Concentration in Advertising

WORK EXPERIENCE

Brands: Tastykake, Wonder (formerly Wonder Bread), Florida Lottery, Zaxby's, Glory Days Grill, Metropolitan Ministries, Sony Pictures Entertainment Inc., Macy's, Bassetts Ice Cream, Victory Brewing Company, Mt. Olive/Majestic Picklery, NASCAR, zone Nicotine

Consumer Insights & Brand Consultant

Freelance | Aug 2017 - Present

- Lead technical writing editor for projects in topics like COVID-related advertising, e-commerce branding tactics and podcast ad placements
- Analyzed, evaluated, and synthesized complex academic research, white papers, and quantitative data sets

Professional Development & Branding

- Deliver about 10 professional development workshops a year to 300+ attendees for resume and brand building
- Assist 150+ clients with writing, editing and designing professional documents: resumes, personal portfolio sites, cover letters, curriculum vitae, letters of intent and entrance essays

Copywriter - Traditional & Social Media

PPK | June 2022 - July 2026

- Collaborated with 7 award-winning strategy and creative teams creating client and consumer-facing work in various lines of business: B2C, B2B, CPG, FSR and Non-profit
- Strategized and conceived an average of 4 TV scripts and 6 radio scripts per quarter for high-performing, multimillion dollar digital campaigns
- Led 3 brainstorm meetings per quarter to review social media performance and outline improved subsequent content strategy
- Wrote around 800+ SEO-focused paid and organic social media lines a year for platforms like TikTok, Instagram, Facebook, Pinterest, X and Threads
- Oversaw casting and script adherence in VO recording sessions with audio engineer