

CEARA METAYER

— CREATIVE MARKETER —

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www.cearametayer.com



Tampa, FL

PERSONAL PROFILE

Data-driven marketer with a background in leadership, creative copywriting, campaign and content strategy

PROFESSIONAL SKILLS

Marketing - 6 Years

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 and Writing - 7 Years

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 and Visual - 5 Years

Content Creation, Video Content Editing, Music & Podcast Production, Graphic Design, Logo Design, Photography: Studio & Natural Light, Art Direction, Pre-production, Presentation Deck Design, VO Scratch Reads

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

EDUCATION

MS, Advertising

University of South Florida

BA, Mass Communications with a Concentration in Advertising

University of South Florida

WORK EXPERIENCE

Brands I've Worked With: 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

Copywriter - Traditional & Social Media

PPK | June 2022 - Present

Main Accounts: Florida Lottery, Tastykake, Wonder

- Collaborate with 7 award-winning creative teams creating client and consumer-facing work in various lines of business: B2C, B2B, CPG, FSR and Non-profit
- Lead the concepting of an average of 4 TV scripts and 6 radio scripts per quarter for digital campaigns
- Oversee casting and script adherence in VO recording sessions with audio engineer
- Led 3 brainstorm meetings per quarter to outline social content calendar for Tastykake and Wonder
- Wrote around 800+ paid and organic social media lines a year for platforms like TikTok, Instagram, Facebook, Pinterest, X and Threads
- Created 7 pieces of recipe content a year for Wonder and Tastykake with 3-4 deliverables: website copy, recipe instructions, social post copy and email

Writing & Branding Consultant

Freelance | Aug 2017 - Present

Long-form Writing

- Copyedit white papers and theses in topics like COVID-related advertising, e-commerce branding tactics and podcast ad placements

Personal Branding

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