

becs prager

CONTENT MANAGER & DIGITAL DESIGNER

PROFESSIONAL PROFILE

Your agency's dream designer to "wow" clients, expand offerings and channel growth. Organized and detail-oriented marketing professional with expertise in operations management, resource coordination, and stakeholder engagement. Proven success in process optimization, system management, and delivering impactful results. Strong ability to manage large workload and quick turnover.

EDUCATION & TRAINING

UNIVERSITY OF TEXAS AT AUSTIN
User Experience/User Interface Design

TRINITY UNIVERSITY
BS Neuroscience, Spanish

COMMUNITY MARKETING MANAGER

Austin Boulderling Project (ABP) | May 2022 - March 2023

- **Social Media Management:** Strategized social media content including production of educational videos that highlight members and staff for their contributions. Launch of this series has been the gym's most engaged with piece of content to-date at over 1K likes and 45K impressions. 85% increase in overall impressions.
- **Email & Web Marketing:** Established company's monthly Community Newsletter highlighting events and offerings to gym subscribers. Oversaw all local website content, SEO strategy and developed quick-link integration with social media for 65% increase in web traffic. Developed & implemented all social media paid-ad campaigns. 2023 promotional memberships sales netted 4X ROI with 76% conversion rate to full membership.
- **Product & Event Marketing:** Lead event marketing strategy to develop timeline for major event & recruitment milestones. Developed targeted emails, coordinate promotions, produced in-gym signage and media partnerships. Increased program attraction led to a 25% capacity increase in subsequent year.
- **Event Production:** Established monthly Community Events that saw 60% increase in average attendance boosting both current member engagement and attraction of first-time users.

- **Membership Sales & Growth:** Drove a 65% increase in web traffic through SEO and quick-link integrations, and successfully converted 76% of promotional memberships into full memberships. Implemented sales campaigns using CRM tools including email automation & sequencing, audience segmentation & lead generation tracking while providing clear metric takeaways for leadership.
- **Data Management:** Maintained accurate records for email marketing, achieving a 43% average open rate and a 7.5% click-through rate across a subscriber base of 30K+.
- **Operational Efficiency:** Developed tools to streamline operations, including a Charitable Donations Tracker to measure philanthropic impact and Guidelines for Community Partnerships adopted across all markets. Created a Media Outreach Program with press release templates, talking points, and a professional photo library, enhancing brand visibility.
- **Cross-Team Collaboration:** Coordinated with internal teams to plan high-profile events, such as Boulderfest 2022, with 600+ competitors and 2,000 attendees.
- **Corporate Partnerships:** Led all strategy & implementation of sponsorship recruitment & relationship management from local and national retail brands. Established collegiate partnership which recruited 400+ student members. Led on-site engagement at Oracle & Indeed.

MARKETING & USER EXPERIENCE CONSULTANT

Phlox Partners | Jan 2020 - Present

- **Brand Development:** Designed tools and templates for brand messaging, social media content, and client engagement strategies. Produced original brand assets & guidelines, logos, website copy, email templates, social media & blog content.
- **Lead Generation:** Led LinkedIn engagement with relevant industry leaders & organizations to drive traffic to business content. Managed lead generation, partnerships & brand relationships. Leveraged influencer, affiliate and referral marketing to maximize promotions & sales through multi-channel initiatives.

- **Customer Research:** Conducted user research and implemented workflows for client resource allocation, improving operational efficiency by 25%. Developed customer surveys and conducted market research to unite brand identity & goals with user needs. Identified key characteristics of major B2B clients to help companies tailor their messaging to target audiences. Led product strategy aimed at market differentiation and implementation of subscriptions to boost recurring revenue.
- **Data Accuracy:** Ensured consistent updates of client-facing resources and internal databases, delivering actionable insights for stakeholder decisions.

TEEN PROGRAMS MANAGER

BBYO at Shalom Austin | Aug 2017 - Nov 2019

- **Recruitment, Scheduling & Tracking:** Maintained databases for member recruitment, city event calendars and event attendance, resulting in a 60% growth in teen membership and a 10% year-over-year increase in attendance.
- **Stakeholder Engagement:** Designed and implemented fundraising strategy, grant tracking and communication systems to keep donors and participants informed, contributing to a \$15,000 annual operating budget.
- **Leadership Development:** Led educational programming, information sessions and recruitment initiatives for teen travel programs, resulting in YOY increase in Austin participation in leadership and community service events.
- **Event Marketing & Partnerships:** Created all marketing materials for local teen events including email newsletters, flyers, social media content, and large-scale signage. Established on-going J-Serve partnerships with 30+ Austin non-profit organizations.