

NANCY ELIZABETH ROQUE

MARKETING OPERATIONS MANAGER

www.novel-insight.com

nancyelizabethroque@gmail.com

WORK EXPERIENCE

HEAD OF MARKETING OPERATIONS & CONTENT MARKETER

PITCH + PIVOT

JUN 2017 - PRESENT

Creating and directing the operational and creative schedules of Pitch + Pivot. Leading team support, quality control, creative direction of web designs, and account management. Onboarding new clients. Creating blogs, guest posts, social media, graphics, ad campaigns, and eBooks for internal projects and clients. Creating, designing, and distributing monthly client reports. Managing Google Analytics and Adwords. Hiring and leading teams of copywriters and graphic designers.

COPYWRITER

COUTURE BOUTIQUE

JAN 2017 - OCT 2017

Created editorials reviewing beauty and fashion industry news and topics in addition to reviewing brands- such as Chanel, Louis Vuitton, and YSL. Directed product and content photography. Managed the company social media handles.

EDUCATION

University of South Florida (2014-2016)

M.A in Information Sciences

Florida State University (2010-2014)

B.A in Literature & Philosophy

CREATIVE CONTENT WRITER & DESIGNER

FREELANCE + THE HOTH

JAN 2016 - PRESENT

Creating custom SEO content for private client blogs and websites. Content includes standard web pages and blogs on topics like education, health, technology, career coaching, and marketing. On a case-by-case basis, I also design client websites, eBooks, newsletters, and social media campaigns + graphics.

WRITING TEAM LEAD

HAPPY GRASSHOPPER

JUL 2016 - OCT 2016

Managed content creation and quality control. Created email campaigns. Provided customer service and team management to maintain customer retention, efficiency, and content + email campaign deployment schedules. Designed company welcome kits and swag.

WRITING CONSULTANT

USF, HCC, FSU

2013-2016

Provided one-on-one sessions focused on research, grammar and punctuation, formatting, revisions, brainstorming, citations, resume building, student confidence, and ESL work. Visited classrooms and collaborated with professors. Joined the USF ASC social media board and managed the center's Instagram handle.