

DETAILS

- **9** years of experience in Digital Marketing, Copywriting, and Campaign Management
- **4 years of management experience** leading teams and driving results
- ▼ Industries: Hospitality, Nonprofits, CPG, Wine, Food, Travel | Expertise in eCommerce & Subscription Models
- Passionate about challenging the status quo and prioritizing authenticity as a core strategy to help brands stand out and build meaningful connections in today's fast-paced world.
- ➢ Portfolio:
 SocialLightCreative.co

RATIE CORLEY

MARKETER. WRITER. STRATEGIST

MEET ME

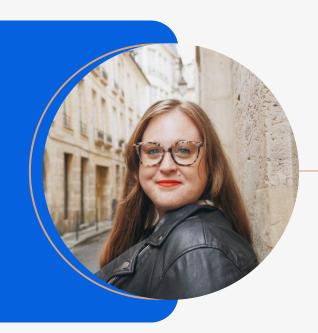
- Creative content writer and strategic marketer with
 9 years of experience in digital strategy, paid ads, social media, and email marketing.
- Skilled in story-driven content creation and multi-channel campaigns, I specialize in Meta and Google Ads, leveraging audience segmentation, geographic targeting, A/B testing, and performance reporting to deliver measurable results.
- Combining creativity with data-driven strategy, I build high-impact campaigns that strengthen brand presence, foster community engagement, and drive growth for eCommerce and subscription-based models.

EXPERIENCE

Owner, Marketer, Copywriter Social Light Creative LLC | 2022 - Present

Recent accomplishments:

- Influencer Marketing: Directed marketing strategy and collaborated with a current client with 690k+ followers on TikTok and Instagram.
- **Copywriting:** Led the copywriting for a \$75M brand on a recent complete brand refresh, including website updates, product pages, email campaigns, and text/push notification campaigns.
- Social Media Growth: Achieved a 251.5% increase in organic Facebook reach and a 55.7% increase in organic Instagram reach for a client in 12 months through strategy, data analysis, and trends.



SKILLS

- · Paid Media Marketing
- · Social Media Marketing
- · Copywriting
- Content Writing & Storytelling
- · Wine & Alcoholic Bev Marketing
- Community Engagement
- Brand Building & Brand Strategy
- · Multi-Channel Marketing
- · Partnership Marketing
- Analytics & Performance Tracking
- Email Marketing & Automation
- · Canva, Mailchimp, Constant Contact

CONNECT



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Katie@SocialLightCreative.co



SocialLightCreative.co



Remote

RATIE CORLEY

MARKETER, WRITER, STRATEGIST

EXPERIENCE

Assistant Marketing Manager, Paid Media John Anthony Wine & Spirits | Napa, CA | 2021 - 2022

- Managed and continually optimized and innovated the Paid Media components of the JaM Cellars marketing ecosystem for Demand Generation
- Maximized brand reach, impressions and minimizing CPMs through targeting and channel strategy.
- Media Planning & Buying, responsible for a \$1 million budget
- Social Media Copywriting and Planning, Meta Ads Manager, Instacart Advertising
- Paid Media channels included: Paid Social Advertising;
 SEM; Radio; Digital; Local; Mobile; OTT; Voice; Events

DIRECT TO CONSUMER MANAGER Monticello Vineyards | Napa, CA | 2016 – 2021

- Directed for Wine Club acquisition, retention and management of all current wine club shipments, promotions and events
- Increased Wine Club revenue 25% over 4 years
- Grew Social Media audiences ~39% 170% across
 Facebook and Instagram
- **Created** and Produced Direct-To- Consumer **newsletters** 6 times a year
- Increased E-commerce revenue 188% over 4 years