

KATIE CORLEY

MARKETER. WRITER. STRATEGIST



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

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.

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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



707 - 227 - 0530



Katie@SocialLightCreative.co



SocialLightCreative.co



Remote

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