

SIANNA PEAL

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CARRER PROFILE

A dynamic, results-oriented digital marketing and communications leader at the intersection of strategic planning, high-impact campaign development, meaningful brand engagement and business growth. Highly skilled at defining customer segments, creating compelling on-brand content, and managing cross-functional collaborations to achieve cohesive brand messaging. Effective communicator with strong interpersonal skills necessary to facilitate consultative relationships, innovation, and goal-oriented continuous improvements.

STRENGTHS AND EXPERTISE

Multi-channel Campaigns
Business Development
Strategic Planning

Product Marketing
Digital Media Expertise
Client Relationship Management

Business Leadership
Communication
Department Management

CAREER HISTORY

Head of Digital North America (Digital Director)

April 2023 - Present

Sr. Digital Manager

2022 - 2023

Milk & Honey PR

Responsible for digital programs across the North American client portfolio. The lead role in delivering proactive digital marketing communications campaigns to meet (and exceed) client goals. Managing a team of executives while reporting directly to the CEO.

- Launched the inaugural North American digital team and increased client portfolio by 76% by demonstrating proactivity, cutting-edge strategies, and customized service across multiple accounts. Served as leader of a team of digital specialists from paid, organic social, and SEO. Oversaw the management of website content and provided strategic advice and guidance.
- Identified new revenue opportunities domestically and internationally for overall business by actively creating proposals and presenting pitches to potential and current clients. Especially identified opportunities to grow digital remit with new and existing clients and doubled digital scope revenue by 118% in 2023. Responsible for digital marketing for the agency to increase company awareness and inbound leads.
- Established internal processes to track business capacity and project management. Led employee career development opportunities and coached a collective team to ensure professional growth and capabilities. Increased the digital team size by 65% over two years.

Social Media Manager

2022-2023

5WPR

Led the creation and execution of social media strategy and campaigns to build brand awareness. Established KPIs and timeline opportunities to drive audience engagement and sales across multiple sectors.

- Monitored, executed, and oversaw clients' online events and campaigns. Worked on 8+ client accounts to create a marketing strategy on Instagram, Facebook, Twitter, LinkedIn, and TikTok in collaboration with marketing, PR, and advertising campaigns.
- Managed 8+ team members' work, conducted team meetings, advised on projects, and motivated team members.
- Analyzed reports and recommended online media optimization monthly, weekly, and daily for successes and new opportunities for the team to alter or continue the strategy. Oversaw communication with influencers about ongoing and upcoming partnerships.

Social Media Department Lead

2021-2022

Brandetize

Led creative marketing strategy on projects to ensure utilization of creative resources to meet and exceed goals established by clients.

- Represented Brandetize at public events and conferences as a digital media expert.
- Developed results-driven social media strategies for clients in various sectors, including Personal and Business Development, B2B//SaaS, eCommerce, and more. Increased client engagement by an average of 6% to 24%
- Partnered with content, paid media, email, affiliate, and account management departments to develop fully integrated campaigns that meet clients' avatar targets. Managed staff and outsourcers in day-to-day activities and tasks.
- Tracked performance, pulled reports, analyzed data, and communicated actionable insights specific to driving new audience growth and revenue-driving conversions. Frequently upsold clients additional market services.

Marketing Brand Strategist

2019-2021

Independent Consultant

Complex, multifaceted role encompassing strategic, creative and leadership functions; driving class-leading social media performance and meaningful brand engagement.

- Served as a trusted advisor to a diverse portfolio of individuals and businesses, gathering requirements and translating them into compelling business promotions, infomercials, and personal images for distribution across multiple social channels.
- Increased companies' online presence through the planning and implementation of high-performance social media strategies
- Fostered strong consultative relationships with key internal stakeholders to achieve a cohesive approach to marketing – ensuring a clear brand voice/message.

EDUCATION & SKILLS

Bachelor of Science in Business Babson College, Wellesley, MA

CWELS Scholar: recipient of a four-year merit scholarship administered by the Center for Women's Entrepreneurial Leadership, a program dedicated to promoting business ownership amongst women

IT Technical

WordPress
Google Analytics
Google Search Console
Ahrefs
Shopify
MailChimp
Asana

Communication

Stakeholder and client engagement
Cross-functional collaboration
Team management
Pitching and high-impact presentation delivery