

# Bailey Snow

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## **Experience**

### **Marketing Manager**

The Bakery Coral Gables • Jan 2022 – Present • *Miami, FL*

- Increased sales over 300% since starting our influencer marketing campaign.
- Coordinated with influencers/content developers to create content showcasing the business.
- Established relationships with social media influencers to develop a strong network.
- Developed and executed social media campaigns.
- Defined KPIs and KRAs for social media campaigns.
- Updated social media content across all channels.
- Engaged with customers and followers.
- Monitored campaigns and analyzes data obtained.
- Monitored social media trends to better target the brand's messaging.
- Communicated effectively to all stakeholders including management and content developers.

### **Account Manager**

Kaseya • Sep 2023 – Apr 2024 • *Miami, FL*

- Sold \$43K worth of Kaseya's IT solutions my first quarter.
- Developed a comprehensive sales strategy targeting key growth sectors leading to a 12% increase in annual revenue for my team of 8/
- Preserved the client database and devised personalized customer outreach initiatives to generate recurring business, resulting in a 21% repeat business rate, a 13% increase in the subscription renewal rate, and a 15% increase in customer referrals.
- Managed a portfolio of 40+ client accounts and achieved a 92% customer satisfaction score through personalized service.
- Was responsible for proactively engaging with clients to understand their evolving needs and business objectives. This includes learning about their business, initiating regular communications to anticipate challenges, and providing preemptive solutions to enhance customer experience.
- Partnered closely with customers to identify sales opportunities and leveraged additional features/services to drive revenue growth.
- Identified expansion opportunities within existing accounts and worked with customers to align strategies for mutual success.
- Monitored usage metrics and address any potential adoption hurdles proactively, whilst adhering to sales checklists, processes, and timelines to effectively execute cross-sell, upsell, and expansion strategies.

### **Account Executive, Public Relations**

Roar Media • Jan 2022 – Oct 2022 • *Miami, FL*

- Researched, designed, developed, implemented, and managed PR and media outreach initiatives for clients, including Viva Wyndham Resorts, Lingoda, and CHI of South Florida.
- Spearheaded campaign for Lingoda that exceeded our main KPI by 242%.
- Secured multiple hits for CHI in Healthline, the nation's largest healthcare publication.
- Drafted and distributed news releases, media alerts and calendar listings.
- Draft and post social media content and manage client social media communities.
- Develop targeted media lists.
- Draft editorial content including social media content, media advisors, news releases, website copy, backgrounders, fact sheets, bios, newsletters, and other writing materials.
- Clip and maintain client media clips.
- Handle account administration duties such as activity reports and monthly program summary reports.
- Plan and coordinate client activities, including client conferences, trade shows and events.
- Handles media inquiries.

### **Managing Editor**

Casual Fridays Magazine • Jan 2020 – Present • *Remote/Atlanta, GA*

- Collaborate with editor-in-chief to determine issues' content and topics.
- Assist in evaluating finalized copy for compliance with policies, style, and tone.
- Oversee proofreading procedures and edit copy when necessary.
- Control schedules and enforce deadlines for writers, photographers, designers, and other staff.
- Plan and approve assignments for writers.
- Discover and interview up-and-coming and established brands, artists, and musicians.
- Develop, refine, and publish print/Web articles and video scripts.
- Manage the Casual Fridays official subreddit.
- Secure all advertisers for the print magazine.

### **Production Director/Social Media Coordinator**

KCPR 91.3 FM (Cal Poly Radio) • Oct 2017 – Sep 2020 • *San Luis Obispo, CA*

- Sat on KCPR Executive Board which made all decisions regarding the station.
- Managed a team of seven people and was responsible for all in-studio and live performances.
- Trained my team and over 80 other new recruits in both KCPR and FCC standards and practices.
- Was responsible for every broadcast's quality and FCC policy adherence, 24/7.
- Managed the official KCPR Twitter and increased engagement over 300% and our follower count by over 40%.
- Hosted a weekly 2-hour show which was frequently in the top 10% most-listened-to.
- DJed live at 50+ KCPR events.
- Acted as a liaison between KCPR and musical artists that performed live in-studio.
- Maintained recording and audio equipment including microphones, mixing boards, turntables, and speakers.

## **Education**

California Polytechnic State University, San Luis Obispo • Class of 2021 • Bachelor's, Journalism • Honors Program

## **Projects**

BrickDreams • Founder • Founded a nationally recognized nonprofit while in high school. • 2014 USA Today Make a Difference Day Award recipient