

Valerie Overby

DIGITAL MARKETER & STRATEGIST

EDUCATION

EXECUTIVE MBA

Carlson School of Management,
University of Minnesota | 2017-2019

SKILLS

Brand Strategy	<div></div>
Marketing Tools & SEO	<div></div>
Budget Planning	<div></div>
Project Management	<div></div>
Video Editing	<div></div>
Graphic Design	<div></div>
Web Design	<div></div>
Photography	<div></div>

EXPERIENCE

DIGITAL MARKETING CONSULTANT

PCI Performance Management | 2011-present

- Created and managed digital campaigns for top clients
- Increased two clients digital presence and customer interaction by 70%
- Created unique content by channel segment and linked to overall marketing strategy

DIGITAL MARKETING CONSULTANT

Fiver Freelancer | 2018 - present

- Branding, and logo development
- Website and SEO optimization
- Video editing
- Social media content development
- Reporting on ad analytics and promotion effectiveness
- Sales funnel development and lead generation strategies