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# Solange Gorleku, MBA

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Results-driven digital marketer with a proven track record in enhancing social media and SEO presence for diverse brands, driving audience engagement across digital platforms, and crafting compelling social content that fuels brand growth.

## WORK EXPERIENCE

### Freelance • 07/2023 - Present

#### Social Media Manager

- Conducting data analysis on audience behavior and leveraging Instagram analytic insights, resulting in increasing follower engagement and brand awareness.
- Create social media strategy guides and actionable plans to help clients attract target audiences and meet their marketing objectives.
- Design engaging marketing materials and social content for various digital platforms via Canva.

### The HOTH • 07/2020 - 07/2023

Digital Marketing Firm

#### Product Manager

- Oversaw daily operations of the Web Copy product, driving project growth and performance.
- Established positive cross-functional team collaboration and freelance partnership for product development.
- Led data analysis and trend tracking to inform strategic decisions and product enhancements.
- Conducted R&D for product improvements, successfully launching a new 750-word option and a sister product, HOTH Infographics, within four months of role.

#### Product Coordinator

- Analyzed product order data to identify trends and opportunities for operational improvement to enhance efficiency within the HOTH Blogger product.
- Audited the production process from purchase to delivery to ensure high-quality outcomes for customers.
- Researched and selected integration tools to streamline the writing process for the writing team, enhancing productivity.

#### SEO Campaign Manager

- Managed, developed, and implemented the SEO strategies for over 100 diverse B2C and B2B clients on a global scale.
- Conducted keyword research and utilized tools like Moz, SEMrush, and Ahrefs to optimize SEO performance and improve client rankings and traffic.
- Collaborated with the Sales, and Production teams to ensure timely order completion and promote customer satisfaction.

### University of South Florida • 10/2015 - 06/2020

#### Academic Program Specialist, Academic Advising

- Conducted research to identify Facebook promotional content strategies for enhancing online community and university stakeholders' engagement.

- Enhanced university outreach messages through multi-channel marketing, including WordPress, Constant Contact, and Facebook.
- Lead copywriting strategies for digital and collateral marketing materials incorporating brand voice to improve target audience engagement and reach new leads.

### **The Movement Sanctuary • 05/2018 – 05/2020**

Acrobatics gym

#### **Social Media Manager**

- Increased Instagram follower count by 43% through targeted engagement initiatives, community building, and strategic content optimization.
- Lead social media copywriting strategies incorporating brand voice to improve target audience engagement and reach new leads.
- Managed content calendar strategies to optimize posting efficiency and maximize audience engagement.

### **University of South Florida • 01/2014 – 08/2015**

#### **Social Media / Email Marketing Manager, USFSP Connect**

- Social Media Manager
  - Analyzed Facebook social media metrics (growth, reach, engagement).
  - Developed and tested strategies to drive online and on-campus engagement, targeting both students and the local St. Petersburg community.
  - Leveraged platforms like WordPress, Constant Contact, and Facebook to amplify university outreach and enhance student interaction.

Email Marketing Manager

- Designed and executed weekly email campaigns via Adobe Suite and Constant Contact to drive awareness and attendance for on-campus events.
- Developed and maintained strong relationships with university stakeholders through personalized email communication and outreach.

## **EDUCATION**

### **Master of Business Administration (MBA) in Marketing, Management**

University of South Florida

### **Bachelor of Science in Marketing**

University of South Florida

## **SKILLS**

**Hardskills:** Social Media Strategy Social Media Auditing Content Creation Data Analytics Community Management Graphic Design Video Editing

**Collaborative / Project Management Tools:** Slack Microsoft Teams Asana Sales Force

**Social Media Marketing:** Instagram Analytics TikTok Analytics Copywriting Social Media Copy Collateral Materials Later Buffer Hootsuite Sprout Social

**Email Marketing:** Constant Contact, Mailchimp

**Design, Content Creation Tools:** Adobe Illustrator, Adobe Photoshop, Canva, Capcut, iMovie