

Miranda Roehrick, Creative Strategist

New York City, United States, miroehrick@gmail.com

LINKS

[LinkedIn](#)

PROFILE

With over 7 years of experience fostering brand resonance for D2C, SaaS and consumer social brands, I bring multi-hyphenate creative and copy direction to brand development, marketing strategy, and project management. I have deep experience developing strategies up and down the marketing funnel, managing projects cross-functionally, pitching and inspiring partnerships, and building creative campaigns and copy direction from ideation to execution.

EMPLOYMENT HISTORY

Oct 2023 — Jul 2024

Creative Strategist & Advisor, Sprezz NYC

New York City

- Collaborated with the Founder and CEO to create and implement marketing strategies for all channels
- Developed creative campaigns leading to exceeding the 2023 sales goal by generating three-quarters of revenue in Q4
- Managed email marketing achieving over 60% open rate and 2.5% CTR averages, overseeing trigger campaigns and bi-weekly newsletters
- Supported SEO strategy, blog management, PR initiatives (including 4 dedicated placements in Harper's Bazaar US, Esquire Magazine, and The Cut), events, pop-up shops, hospitality deals, trade shows (NYC's Shoppe Object 2024), and inventory management

Jun 2022 — Jun 2023

Founding Marketing & Partnerships Lead, Landing

New York City

- Led marketing strategy for the iOS app launch, including securing an NYC Times Square billboard ('Landing - Creative Universe' on the App Store) and was featured by TechCrunch as one of the 'Best New Apps of 2023'
- Collaborated with the Product Design Lead to create the Brand Book and worked closely with Founders to develop, update, and infuse brand messaging across all touch points (site, social, email, and product)
- Built, grew, and managed the overarching social media strategy organically across TikTok (40K followers, 1M+ likes), Instagram (12K followers), Pinterest, and Twitter.
- Managed the Social Media Lead, achieving over 1M likes in less than 2 years on TikTok and leading user-acquisition efforts
- Grew the user-base on Landing to over 200,000 and the email list to 120,000, working closely with the Head of Community on creator communications, including daily and weekly comms across email (newsletter, Drip, trigger emails), Discord, events, and end-to-end management of Marketing Campaigns

Jun 2021 — Jun 2022

Founding Marketing Manager, Landing

New York City

- Led re-brand from 'The Landing' to 'Landing', including site turnover, creative direction, campaign development, and continued to own brand across all consumer touchpoints, involving cross-functional collaboration with Founders, Product, Design, and Engineering
- Built and managed the overarching marketing strategy across socials, email, and product
- Recruited and coached the Social Media Lead to execute the pivot in strategy toward short-form video and Gen Z user acquisition

Nov 2019 — Jun 2021

Social Media & Content Lead, Landing

San Francisco

- Joined Landing as the second employee on the Founding team on a contract basis (freelance) to initiate and develop social media channels, and assist with ad-hoc projects spanning partnerships, marketing, and product UX/UI

Sep 2019 — Jun 2021

Brand & Marketing Strategist, Freelance

San Francisco

- Formulated marketing campaigns to enhance brand awareness and drive customer acquisition for companies within the fashion, interior design, wellness, and consumer social industries
- Conducted brand development exercises with clients and subsequently created brand book deliverables for them to implement well beyond our contract period
- Offered personalized, tailored 1:1 minimum 3-month contract agreements with clients, enabling a deep understanding of their unique positioning and needs

Jan 2019 — Sep 2019

Associate Marketing Manager, Amour Vert

San Francisco

- Managed product content, testing strategies, copywriting, and creative briefs for all brand emails
- Achieved an 88% increase in revenue from email, a 4.7% boost in conversion, and a 10% rise in open rates year over year
- Developed social marketing campaigns and strategies focused on optimizing sales and conversion by channel, utilizing SEO and keywords and maintained ad-hoc reporting to track KPIs and measure results
- Increased Instagram followers by 52%, reach by 307%, Pinterest following by 21%, and organic Pinterest traffic by 22% year over year

Dec 2017 — Dec 2018

Marketing Coordinator, Amour Vert

San Francisco

- Owned social media content and strategy with a focus on optimizing engagement, increasing conversions, and maximizing ROI, while analyzing performance across KPIs
- Formulated strategy and produced content for all social assets (organic and paid) dedicated to sales and conversion
- Coordinated campaigns and marketing calendar for email, social, and store marketing, and managed contracts with external agencies

Jun 2016 — Aug 2016

Marketing Coordinator, Ende Collective

San Francisco

- Worked directly with the founder of a small jewelry startup, taking ownership of all social calendaring, content creation, and campaign ideation devoted to improving brand awareness and customer experience through email, LPs, and social
- Developed strategy, provided support for art direction, and analyzed performance across channels
- Coordinated, designed assets, and managed calendaring for all brand events

EDUCATION

Aug 2013 — May 2017

BA in Psychology with Honors, Pitzer College

The Claremont Colleges

SKILLS

Brand Development

Project Management

Brand Strategy

Creative Direction

Social Media Strategy

Copywriting

Marketing Strategy

Notion / Figma / ESPs

Communications

Events + Hype Building

Email Marketing

Product Launches

Community Management

Moodboarding

HOBBIES

Creative fashion collector, curation lover + dog mom

REFERENCES

References available upon request