

# CORTNEY ROUDEBUSH

1550 Greenwich Street | San Francisco, CA | 415-847-6274

Email: [cortneyroudebush@gmail.com](mailto:cortneyroudebush@gmail.com)

LinkedIn profile: [Linkedin.com/in/cortneyroudebush](https://www.linkedin.com/in/cortneyroudebush)

Website: [www.cortneyroudebush.com](http://www.cortneyroudebush.com)

## PROFESSIONAL EXPERIENCE

Digital Marketing Manager (Freelance)

Joseph Jewell

April 2014 – present

- Social Media Marketing: manage and develop online communities; create and post content; monitor and organically improve engagement; maintain editorial calendar; photo-editing
- Email Marketing: drive traffic to website and increase sales with targeted email campaigns; design email template with ESP; implement A/B testing, QA, and segmenting; analyze metrics and send performance reports to CEO
- Website: hired, managed, and collaborated with programmers, developers, UX designer, and photographer for the launch of [josephjewell.com](http://josephjewell.com) (Shopify, August 2014); provided creative direction to design team; developed content, wrote copy, and improved SEO; ongoing development and maintenance; some HTML coding
- Currently manage the following communities: [facebook.com/JosephJewellWines](https://www.facebook.com/JosephJewellWines), [twitter.com/jjwines](https://twitter.com/jjwines), [instagram.com/josephjewellwines](https://www.instagram.com/josephjewellwines)

Digital Marketing Manager (Freelance)

Ousterhout

March 2014 – present

- Social Media Marketing: set up social channels and manage online communities; launched paid Facebook campaign to facilitate customer acquisition with ads and boosted posts; create content and maintain editorial calendar; analyze Facebook Insights and monitor user engagement; photo-editing
- Email Marketing: drive traffic to website and promote sales with targeted email campaigns; design email template with ESP; implement A/B testing, QA, and segmenting; database and list maintenance; analyze metrics and provide performance reporting to managing directors
- Website: hired, managed, and collaborated with programmers, developers, UX designer, and photographer for the launch of [ousterhoutwine.com](http://ousterhoutwine.com) (Shopify, July 2014), which increased conversion rate and sales; provided creative direction to design team; developed content, wrote copy, and improved SEO; some HTML coding
- Events, PR, and promotions: work with sales team to coordinate and participate in events; collaborate with Director of Operations to select partnerships; pitch bloggers and develop connections with industry influencers; liaise with third party vendors
- Currently manage the following communities: [facebook.com/OusterhoutWine](https://www.facebook.com/OusterhoutWine), [twitter.com/OusterhoutWine](https://twitter.com/OusterhoutWine), [instagram.com/ousterhoutwine](https://www.instagram.com/ousterhoutwine), [pinterest.com/ousterhoutwine](https://www.pinterest.com/ousterhoutwine)

Marketing Manager and Wine Consultant (Freelance)

Main Street Wine Bar

July 2012 – Dec 2013

- Social Media Marketing: set up social channels, posted content daily, monitored replies and grew engagement (Facebook and Twitter)
- Email Marketing: developed 2-3 emails per month, wrote copy, and analyzed metrics
- Website: launched new website (September 2012); directed and collaborated with website design team, which included account manager, graphic designer, and programmers; provided creative direction; developed content, wrote copy, and updated the CMS; some HTML coding
- In-store: managed small team of sales people; responsible for merchandising, wine ordering, inventory maintenance, and budgeting; provided excellent customer service

Marketing, E-commerce, and Wine Club Manager

Ferry Plaza Wine Merchant

Nov 2012 – May 2013

- E-commerce and email marketing: exceeded 98% of sales goals with targeted email blasts; planned and promoted online sales; created and sent 2-3 email campaigns per week
- Social Media Marketing: created and posted content daily to Facebook and Twitter
- Wine Club: worked closely with senior sales managers to select wines for monthly club shipments; provided superior customer service to members; maintained budgets; reported Club growth and decline (weekly) and P&L (quarterly) to managing partners

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- General Marketing: trained sales team and managed Marketing Assistant; coordinated production of promotional and sales collateral with graphic designer and managing partners; liaised with IT department and warehouse manager; made frequent updates to CMS; blogged about events and merchandise; developed partnerships and promoted events

## Wine Club Manager

Merryvale Vineyards

April 2010 – Sept 2010

- Responsible for day-to-day operations of the Wine Club (2200+ members)
- Managed Wine Club Assistant; trained and informed sales team of wine club procedures; collaborated with creative team for producing Wine Club collateral; liaised with National Sales team, third party vendors, and external PR agency; reported to managing partners
- Increased online sales and membership via email marketing, online promotions, events

## Marketing Assistant and Wine Club Coordinator

Napa Wine Company

March 2009 – Dec 2009

- Created email campaigns and newsletters; generated content for website and updated site weekly
- Managed daily operations of Wine Club, including order processing, billing, and customer service; communicated with third party vendors; trained and supervised sales staff

## Marketing and Advertising Coordinator

*Wine Spectator Magazine*

Oct 2006 – Nov 2007

- Managed various projects for sales team, including cold-calling and research
- Completed RFP's and proposals; Nielsen analytics and reporting; worked with third party vendors

## Executive Assistant to the Publisher

Surface Magazine

March 2006 – Oct 2006

- Hired and managed interns; facilitated magazine production deadlines; liaised with third party vendors; coordinated with Production, Editorial, and Creative teams; assisted Publisher as needed

## EDUCATION

2014 – General Assembly Digital Marketing online classes

2005 – University of Southern California; BA English, Creative Writing major

2003 – UCLA; French Language course

2002 – University of Colorado, Boulder; Journalism coursework and general education

## ADDITIONAL QUALIFICATIONS

- Analytics: Google Analytics, Facebook Insights, Pinterest Analytics, Twitter Analytics
- Support/design tools: Constant Contact, MailChimp, Vertical Response, Eventbrite, Photoshop
- Social Management tools: Hootsuite, Tweetdeck
- Blogging/CMS/E-commerce Platforms: Wordpress, Blogger, Tumblr, Nexternal, Shopify
- Microsoft Applications: Word, Excel, PowerPoint, and Outlook
- Languages: English (fluent), French (conversational)

## SOCIAL MEDIA PROFILES

Facebook Account

[www.facebook.com/cortney.roudebush](https://www.facebook.com/cortney.roudebush)

Facebook Page

[www.facebook.com/AuthorCortney](https://www.facebook.com/AuthorCortney)

Twitter

[www.twitter.com/AuthorCortney](https://www.twitter.com/AuthorCortney)

Instagram

[www.instagram.com/authorcortney](https://www.instagram.com/authorcortney)

Pinterest

[www.pinterest.com/AuthorCortney](https://www.pinterest.com/AuthorCortney)

Writing Samples

[www.cortneyroudebush.com/#writing-samples](http://www.cortneyroudebush.com/#writing-samples)

Blog

[www.authorcortney.com/blog/](http://www.authorcortney.com/blog/)

Google+

[www.googleplus.com/+CortneyRoudebush\\_author](https://www.googleplus.com/+CortneyRoudebush_author)

LinkedIn

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