

BRANDI JONES

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PROFESSIONAL SUMMARY

Digital marketing, content, social media, web design, and graphic design professional with 15+ years of creative experience and 10+ years in digital marketing and content. Experienced in managing multi-client portfolios, developing cross-platform content strategies, maintaining WordPress websites, optimizing Google Business Profiles, and using analytics to guide content decisions. Strong background in agency and contract environments, client communication, SEO content, local search visibility, and campaign execution.

CORE SKILLS

Digital Marketing Strategy | Social Media Management | Content Strategy | Copywriting | SEO Content | Local SEO | Google Business Profile Management | WordPress | Elementor | Website Content Management | Graphic Design | Canva | Adobe Creative Suite | Content Calendars | Analytics & Reporting | Client Relationship Management | Email Marketing | Influencer Marketing | Paid Social Media | Project Management

PROFESSIONAL EXPERIENCE

BLOOMERANG SOLUTIONS | Contract Content Manager | June 2025 – Present

- Manage content, website updates, Google Business Profile activity, and digital marketing support for a portfolio of 20+ florist websites.
- Lead content creation and scheduling for the Social Plus program, managing social media profiles for 7–10 client accounts while maintaining brand-specific messaging and campaign calendars.
- Create seasonal website banners, social graphics, GBP visuals, captions, and promotional content tailored to each client's market and brand voice.
- Maintain and update WordPress websites, including product listings, seasonal categories, homepage content, promotional messaging, and local visibility content.
- Support organic visibility through ongoing Google Business Profile posts, profile optimization, and location-focused website content.

BRANDI JONES DIGITAL / FREELANCE | Graphic Designer & Digital Marketer | January 2009 – Present

- Provide website design, social media management, content writing, branding, graphic design, SEO content, and Google Business Profile services for small businesses.
- Plan and build responsive WordPress and Elementor websites with clear conversion paths, mobile-friendly layouts, contact forms, local SEO foundations, and client-focused messaging.
- Develop multi-channel marketing content including social posts, blogs, website copy, email content, promotional graphics, print collateral, and campaign materials.
- Create proposals, scopes of work, contracts, content calendars, and client reporting processes to support long-term client relationships and recurring services.
- Recognized as a Beaumont Enterprise Best of the Best finalist in the Website Design Company category.

RIVERBEND CONSULTING | Contract Social Media Manager | October 2024 – June 2025

- Managed daily content strategy and publishing across Facebook, Instagram, YouTube, TikTok, LinkedIn, X, and Pinterest.

- Planned, wrote, designed, and scheduled platform-specific posts, graphics, carousels, reels, shorts, captions, hashtags, and calls to action.
- Used Loomly analytics and platform insights to track performance, identify content trends, and make data-informed recommendations.
- Maintained content calendars, coordinated campaign deliverables with internal teams, and adapted strategy to platform updates and audience behavior.
- Supported both organic and paid social campaigns with consistent brand voice, timely execution, and audience-focused content.

BLOOMERANG SOLUTIONS | Digital Strategist | February 2023 – August 2024

- Managed and updated 20+ florist websites, including seasonal product categories, promotions, homepage content, and digital merchandising.
- Optimized Google Business Profiles and published weekly local content to support visibility and customer engagement.
- Designed website banners, GBP graphics, and promotional assets for seasonal and everyday campaigns.
- Managed and distributed weekly company email newsletters to floral clients.

HEALTHY HEIGHTS / NUTRITIONAL GROWTH SOLUTIONS | Social Media & Influencer

Coordinator / Content Coordinator | August 2023 – April 2024

- Recruited and managed social media influencers nationwide, including outreach, contract negotiation, campaign coordination, and deliverable tracking.
- Researched and wrote blog content, including product-focused recipes and educational content supporting brand marketing goals.

MYCITY SOCIAL | Digital Marketing Specialist | March 2022 – February 2023

- Managed digital marketing strategy and client relationships for a portfolio of 23–25 accounts.
- Served as primary client contact, led weekly strategy and performance meetings, coordinated internal and freelance tasks, and resolved account issues.
- Executed social media campaigns, monthly newsletters, Google Business Profile optimization, and monthly analytics reporting.
- Reviewed digital metrics and KPIs to adjust client strategies based on performance, audience response, and business goals.

MOMETRIX MEDIA | Content Marketing Specialist | January 2014 – August 2021

- Managed social media content across Facebook, Instagram, X, LinkedIn, Pinterest, and Google My Business.
- Developed daily customer-facing messaging and collaborated with cross-functional teams to create accurate product-specific responses.
- Researched, wrote, edited, and published educational articles and exam-related content.
- Created graphics, illustrations, sell sheets, flyers, publications, and other marketing collateral.

EDUCATION

Bellevue University | Bachelor of Arts in Communication Arts | 2013

University of Phoenix | Associate of Arts in Web Design | 2011

TOOLS & PLATFORMS

Adobe Creative Suite | Canva | WordPress | Elementor | Loomly | Metricool | Hootsuite | Sprout Social |
Sendible | Mailchimp | MailerLite | HubSpot | Upfluence | Google Business Profile | Facebook Ads | Google
Workspace | Microsoft 365