

BRONTË FYKE

MARKETING DIRECTOR

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(818) 612-1301

EXPERIENCE

Marketing Director - PaymentCloud & Electronic Merchant Systems 2019 - current

- Develop marketing strategies for paid search, organic search, web optimization, social media, email, text, partner development, and link building campaigns.
- Manage blog, site, and landing page optimization for UX/UI, accessibility, and SEO.
- Interface with Wordpress and Hubspot for content management.
- Hire, train, and manage a team of 21 in-house and remote team members.
- Develop KPIs and track team progress using an agile work management system.
- Collaborate with leadership, sales, operations, design and development teams.
- Oversee the marketing for 4 different brands with different audiences and guidelines.

Marketing Director - Paysley 2020 - 2022

- Developed a go-to-market strategy for SEO, SEM, social media, & outreach campaigns.
- Showed proof of concept by analyzing interactions and conversions.
- Collaborated with leadership to present software and eventually assisted in the sale.

Design & Content Specialist - Shaghal Ltd. 2018 - 2019

- Designed packaging and digital graphics for licensed brands.
- Manage product content on Walmart Marketplace and Amazon Seller Central.
- Captured and edited photos and created product descriptions for items.

EDUCATION

Bachelors of Graphic Information Technology UX/UI - Arizona State Univ. 2022 - 2026

Associate of Arts: Digital Media - Antelope Valley College 2017

EXPERTISE

Microsoft Word Extensive Knowledge	Photoshop Extensive Knowledge	Adobe XD Extensive Knowledge	Figma Average Knowledge	ConstantContact Extensive Knowledge
Microsoft Excel Extensive Knowledge	Illustrator Extensive Knowledge	InDesign Average Knowledge	Ahrefs Extensive Knowledge	Zoho Campaigns Average Knowledge
WordPress Extensive Knowledge	Monday.com Extensive Knowledge	Trello Extensive Knowledge	Google Analytics Average Knowledge	Mailchimp Average Knowledge
Hubspot Average Knowledge	Hootsuite Average Knowledge	Sprout Social Prelim. Knowledge	Hotjar Prelim. Knowledge	

AWARDS

"Mentor of the Year" Nominee - San Fernando Valley Business Journal

2023 & 2024