

# HARLEY CHARLEBOIS

## PROFESSIONAL SUMMARY

Adaptive, detail-driven and highly dedicated wielder of the English language. 5+ years of hands-on experience providing compelling, error-free content through the utilization of polished storytelling and a honed understanding of communication theory. Results-oriented copy manager and SEO specialist, with a credible history of composing, editing, and optimizing short and long form copy designed to drive leads, conversion rate and an active readership.

Dynamic branding and media manager with proven success designing, formulating, and delivering creative and captivating media plans and marketing content to steer customer experience. Proficient at leveraging expert-level content, creativity, and research skills to produce appealing and extensive style guides and standards. Outstanding collaborative and leadership competencies with exceptional ability to train teams and lead projects to desired outcomes.

## CERTIFICATIONS

- American Marketing Association Professional Certified Marketer (PCM) - American Marketing Association.
- Certified Digital Marketing Professional (CDMP) - Digital Marketing Institute.

## SKILLS

- Research and Analysis
- Team Leadership & Training
- Content Development
- Digital Marketing
- SEO and Analytics
- Project Management
- WordPress
- CRM: ESP (ASI's CRM) Semrush, Salesforce, HubSpot

## WORK HISTORY

**MARKETING SPECIALIST** 07/2024 to Current

### **Proforma PromoGraphix**

- Lead implementation of CRM program and other new software tools to streamline workflows across multiple departments
- Deliver marketing, copy, and SEO advice, strategies, and assets to achieve short- and long-term objectives
- Design comprehensive, high impact digital marketing strategy and media plan to drive sales and enhance brand visibility and image via innovative brand messaging, targeted social campaigns, and paid search
- Conduct competitor analysis and analyze market trends and consumer behavior to inform data-driven marketing decisions and identify opportunities for growth
- Collaborate with creative teams to develop visually appealing marketing materials for print and digital channels

- Enhance customer engagement and increase lead generation utilizing email campaigns and newsletters
- Improve customer retention rates by designing customized loyalty programs tailored to individual needs
- Implement customer segmentation strategies, tailoring communications for increased relevance and impact

**COPY MANAGER** 04/2022 to Current

**Polynesian Cultural Center**

- Deliver marketing, copy, and SEO advice, strategies, and assets to achieve short- and long-term objectives
- Work closely with multiple departments to successfully manage three independent brands
- Implement customer segmentation strategies, tailoring communications for increased relevance and impact of email campaigns
- Collaborate with creative teams to develop visually appealing marketing materials for print and digital channels
- Develop training materials to enhance staff proficiency and productivity
- Present guest lectures at BYU-Hawaii pertaining to blog standards and SEO best practices

**COPYWRITER** 01/2022 to 04/2022

**Polynesian Cultural Center**

- Lead 360° campaigns stretching multiple mediums, weekly sales campaigns, lead generators, and blogs
- Develop, review, and optimize copy for weekly sales leading to a 27% increase in profit in 2022 and a 41% increase in 2023
- Lead conceptualization and production of brand identity and V.1 copy assets for the Taste Polynesia brand featured across websites, social media platforms, and a series of blogs reaching thousands
- Design training manual and video for all employees on the implementation of accurate Polynesian-based language diacritics across all channels through extensive research and coordination of training on and installation of foreign language keyboard programs

**COPY ASSISTANT** 09/2021 to 01/2022

**Polynesian Cultural Center**

- Maximize audience outreach by researching and composing copy for informational and entertainment purposes to be posted throughout the Center and published on the first edition of the Polynesian Cultural Center App
- Establish company-wide naming conventions
- Work closely with cultural representatives to ensure that all cultural based copy is accurate and respectful
- Establish workflow processes to ensure that all copy aligned with organization's brand and values

**BRANDING SPECIALIST** 08/2020 to 09/2021

**Proforma PromoGraphix**

- Expand and refresh corporate identity and messaging to reach stakeholder goals and foster brand recognition and affinity
- Create comprehensive training and style guide for consistency across platforms and seamless onboarding of future employees and sales representatives

- Design workshops for professional development of junior staff members

**PUBLISHING ASSOCIATE** 01/2019 to 04/2019

**PRESS 254**

- Manage end-to-end production of “Tapestries: A Word Weavers Anthology” under PRESS 254 President
- Lead copy editing, designing, and typesetting of the anthology
- Prepare marketing materials and organize the launch reading
- Lead marketing efforts that resulted in 70% of initial print being sold in the first 30 days

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**EDUCATION**

**Illinois State University**, Normal, IL

**Bachelor of Arts in Communication Public Relations**