

Mimi McNulty

mimi.mculty354@gmail.com | (331) 442-7277 | Chicago, IL | mimimculty.com

Professional Summary: Marketing specialist with 8+ years of experience driving social media, content, and brand strategies across marketing channels. Skilled in cultivating community, storytelling, campaign management, and content creation with a proven record in boosting engagement and web traffic.

Education

University of Illinois at Springfield, BA in Communications, Class of 2021
Focus of Study: Media Relations & Journalism

Experience

June 2022 – Oct 2025

Marketing Specialist - (Sertifi acquired by Flywire Feb 2025) - Chicago, IL

Contributed to Flywire's social media strategy by:

- Creating and refining multi-channel social media campaigns by leveraging performance insights to promote marketing initiatives across all verticals and drive engagement (saw an 80% increase in LinkedIn engagement in three months).
- Ensuring brand consistency across all content and channels.

Supported Sertifi's social media, brand, content, event, and product marketing initiatives by:

- Developing and managing the company's social media strategy from the ground up to align with broader marketing and business goals.
- Owning the content calendar and social strategy by defining channel-specific objectives and content approaches, researching trends, and building campaigns to maximize each piece of content and its impact, and improve brand recognition and social engagement.
- Creating engaging, multimedia content for social media, including copy, graphics, short-form videos, carousels, product demos, infographics, and event promotions, generating +250 pieces of content per year.
- Testing and analyzing content types and topics across social media channels by tracking key performance metrics (engagement, traffic, conversions) to optimize strategy and drive results.
- Writing, editing, and publishing blog posts (saw 2x increase in traffic in one year).
- Using SEO tactics within our content and social media strategies to drive activity to the website and increase leads.
- Developing strategic relationships with customers and industry allies to create partnered content, build rapport, build brand awareness, maintain contact, and reach new audiences (resulting in a new partner and 15+ new partnered initiatives within the first year).
- Monitoring and engaging with activity from audiences and partners on social media daily.
- Supporting product launches through content creation, strategy, and social media promotion.
- Contributing to strategic marketing plans, brand positioning, and OKRs.

Aug 2021 – May 2022

LaSalle Network Staffing Agency - Chicago, IL

Contracted to assist companies with marketing and communication assignments, including:

- Increasing Instagram engagement by 988% and non-follower accounts reached by 4,111% in two weeks through social listening, content creation, and social media strategy.
- Supporting team leads by developing marketing tools and owning administrative tasks.

Professional Skills: Social Media Strategy, Copywriting, Content Marketing, Team Leadership, Project Management, Video Editing, Video Production, Campaign Creation, Social Media Analysis, Partner Marketing, Professional Research, Event Execution, Brand Enhancement, AP Style Writing

Technological Skills: Adobe Creative Cloud, Canva, Clipchamp, Asana, Google Suite, Microsoft Suite, PlayPlay, Sprout Social, Umbraco, Wix, CapCut