

# Elyse McPherson

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## PROFESSIONAL EXPERIENCE

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COMMUNITY MATTERS INSTITUTE <https://communitymattersinstitute.org/>

2021- Current

*Content Marketing Strategist*

*Denver, CO*

- **Content Creation:** Crafted and curated tailored content, increasing engagement by 50%.
- **SEO Optimization:** Conducted SEO optimization, improving organic search traffic by 30%.
- **New Channel Launch:** Spearheaded the launch of new content channels, enhancing procedural documents for operational efficiency.
- **Strategic Collaboration:** Collaborated with the Director and Founder, contributing to a 30% increase in client satisfaction.

BALL AEROSPACE <https://www.baesystems.com/en-us/home>

2022 - 2023

*Branding, Marketing and Communications Specialist (Contract Role)*

*Broomfield, CO*

- **Procedural Document Enhancement:** Led the creation of new procedural documents and tracking methods, improving marketing efficiency.
- **Event Strategy Coordination:** Developed marketing strategies for high-profile events, ensuring consistent brand presence.
- **Strategic Campaign Development:** Executed targeted campaigns, analyzing metrics to drive long-term success.
- **Vendor Relationship Management:** Optimized resource use by cultivating professional vendor relationships.
- **Logistics and Reporting:** Managed logistics for key events and supported internal website rebuild, ensuring compliance.
- **Collaborative Market Research:** Partnered with SMEs to conduct market research, develop messaging, and execute strategies.
- **Internal Engagement:** Fostered strong internal relationships and streamlined Corporate Membership renewals, enhancing engagement.

SEARCHING WAVES, LLC <http://www.searchingwavescr.org/>

2018 - 2021

*Operations and Marketing Manager*

*Playa Grande, Costa Rica*

- **Holistic Marketing Leadership:** Spearheaded all marketing initiatives, developing integrated strategies and campaigns aligned with sales activities.
- **Budget Oversight:** Managed marketing budget, optimizing resource allocation for maximum effectiveness.
- **Multimedia Content Creation:** Created and implemented media content aligned with business goals, contributing to the design of content and merchandise.
- **Lead Generation Optimization:** Improved lead generation campaigns and measured results, maintaining brand identity while overseeing management duties. Increased engagement by 70%.
- **Cross-Platform Marketing:** Developed and monitored online and print marketing content, reporting on effectiveness across channels.
- **Strategic Partnerships:** Collaborated with 3rd party businesses and organizations to promote company objectives, managing relations with partners aligned with business goals.

TRANSWESTERN CAPITAL <http://www.transwesterncapital.com/>

2017-2018

*Executive Assistant*

*Denver, CO*

- **Strategic Support:** Provided high-level support to the President and Sales and Marketing Department, actively collecting and analyzing data to make informed recommendations.
- **Data Management Excellence:** Maintained full responsibility for monthly and quarterly reports, meeting times, and content. Created and managed databases and spreadsheets to support the research needs of senior staff, ensuring accurate and timely information.
- **Coordination Mastery:** Coordinated extensive travel arrangements and event planning, demonstrating strong organizational skills in managing complex logistics.
- **Communication Expertise:** Created newsletters, PowerPoint presentations, and complex Excel documents, showcasing proficiency in crafting clear and impactful communication materials.

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## EDUCATION

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Ritsumeikan Asia Pacific University <https://en.apu.ac.jp/home/>

Oita, Japan

*Bachelor's Degree, Social Sciences*

2014

- *Major: Comparative Societies and Cultures*

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## SKILLS & CERTIFICATES

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### Certificates:

- Inbound Marketing, Email Marketing, Growth-Driven Design - HubSpot
- Microsoft Excel - Fred Pryor/Career Tracks

### Skills:

- Integrated Marketing Strategy, Brand Management and Development, B2B Marketing Strategy, Email Marketing, Content Marketing
- Cross-Platform Marketing Campaigns, Content Creation and Curation, Marketing Analytics and KPI Measurement, SEO, Digital Marketing
- Procedural Document Creation and Optimization, Event Management and Coordination, Data Analysis and Recommendations, CRM
- Leadership in Project Management, Multimedia Content Creation (Online and Print), Strategic Partnership Development
- Automation, Machine Learning, Artificial Intelligence, AI Tools, AI Prompting, Cross-functional Collaboration, Adaptiveness, Accuracy