

# MANDY WEGER

Digital Marketer

## WORK EXPERIENCE

### Digital Marketing Strategist

Campbell Soup Company | June 2015 – Current

Drive the strategy and execution of all Soup & Broth digital experiences across channels including web, social, email, digital PR and paid media.

- Manage multiple agency partners and influencer networks to deliver on-brand and on-strategy creative
- Consume endless content to track trends, emerging technologies, tools and capabilities; use consumer insights to identify the right areas to test & learn

#### *Projects of Note:*

- Managed the digital & social conversation and internal reporting regarding Campbell's newest (and controversial) "Made for Real, Real Life" campaign, which resulted in 90K + consumer contacts to our owned channels
- Spearheaded the redesign and launch of a new Campbells.com

### Digital Communications Specialist

Campbell Soup Company | November 2013 – August 2015

Led communications strategy for digital corporate channels and newsroom.

- Created enterprise-wide digital process and crisis preparedness, including defining approval process for social content, digital protocols, best practices, guidelines and reporting during emerging issues
- Execute corporate digital initiatives, including day-to-day newsroom and social content, manage live-event digital coverage for CEO Denise Morrison

#### *Projects of Note:*

- Led global monthly meetings to gather learnings from all Campbell digital team members from different businesses and brands, including World Headquarters, Pepperidge Farm, Plum Organics, Bolthouse Farms, as well as Campbell Canada and Australia.
- Increased website traffic by approximately 40% and increased total social engagements by 67% using data to optimize content

## ABOUT

I am a **Digital Marketing Strategist** with eight years of experience owning and executing **cross-channel, integrated digital activations**. Passionate, versatile and innovative with proven skills to **set direction** and **collaborate** with cross-functional teams to achieve results.

## FIND ME

### Mobile:

856-857-7387

### Email:

mandyweger@gmail.com

### Social:

@MandyWeger

linkedin.com/mandyweger

facebook.com/mandyweger

youtube.com/mandyweger

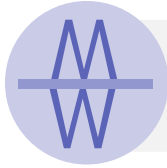
### Web:

mandyweger.com

## EDUCATION

I graduated from **Drexel University** in **2008** with a Bachelor's degree in **Playwriting and Screenwriting**.

My expert storytelling skills transferred seamlessly to content development, where I found my passion in the digital marketing & communications space.



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## WORK EXPERIENCE (CONTINUED)

### Social Marketing Specialist

Campbell Soup Company | October 2012 – November 2013

As the first social marketer hired into Campbell, I was able to grow many of our brands' digital presences and social channels from the ground up.

- Developed monthly content calendars, wrote and created all social content across six Campbell brands
- Grew audiences organically and worked with media partners to run paid social media campaigns

### Blogger & Expat

MarriedUpWithWine.com | Spain | June 2011 – October 2012

An opportunity for my husband and I came up to move to Spain for a year for his career – we couldn't pass it up! I blogged about food, travel and expat life for an audience of approximately 5K uniques/month.

*Projects of Note:*

- Our travels during our time abroad were documented extensively through videos I shot, edited and published – [youtube.com/mandyweger](http://youtube.com/mandyweger)

### Web Marketing Specialist

Stonhard Flooring, Inc | January 2010 – June 2011

Web content manager, led the first website redesign in over 10 years for this B2B industrial flooring company.

### Marketing Assistant

Greater Media Philadelphia | July 2008 – December 2009

Wrote and managed content across four radio station websites, put together sales recaps for integrated advertising campaigns.

## PHILOSOPHY

"Without continual growth and progress, such words as improvement, achievement and success have no meaning." - Benjamin Franklin

## SKILLS

### Professional Skills –

Collaboration, clear communication, creative brainstorming, digital education for stakeholders

### Personal Skills –

Curious, critical thinker and your go-to travel planner

### Content Management –

Wordpress, Sitecore, Sharepoint

### Social Listening –

Crimson Hexagon

### Social Media Management –

Sprinklr, Spredfast

### Video & Photo Editing –

Final Cut, Premiere Pro, Photoshop

## INTERESTS



Travel



Wine



Cooking



Electric Cars



Wire Fox Terriers



Minerals & Geodes