

CONTACT

- emilykuznik@gmail.com
- [Digital Portfolio](#)
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- (440) 384-1493

INDUSTRY TECHNICAL SKILLS

Instagram & Facebook
LinkedIn
Adobe Photoshop
Adobe Illustrator
Google Analytics
DealCloud CRM
WordPress
Canva
Instagram, Facebook &
LinkedIn Ads Manager(s)
Generative AI Tools

CERTIFICATIONS

DEALCLOUD ADVANCED
PLATFORM MANAGER
Dec 2024

OUTBRAIN NATIVE ADVERTISING
Oct 2022

DEALCLOUD PLATFORM
MANAGER
Oct 2022

INTRO TO GOOGLE DATA
STUDIO
Nov 2022

HUBSPOT CONTENT MARKETING
May 2022

HOOTSUITE PLATFORM
Feb 2020

EDUCATION

MBA; MANAGEMENT
Baldwin Wallace University

BA; DIGITAL MARKETING
Baldwin Wallace University

Emily Kuznik

DIGITAL MARKETER

Experienced digital marketer with 3+ years driving brand visibility and growth **in the financial services** sector through **strategic, data-driven marketing solutions**. Deep expertise and specialization in executing integrated campaigns that seamlessly merge creativity with technical precision to deliver impactful, **measurable outcomes**.

MARKETING EXPERIENCE

MARKETING ANALYST

Carleton McKenna & Company | Jan 2022 – Present

- Led research, development, and publication of 40+ industry reports, pitch materials, social media posts, and video content resulting in 1,200+ new qualified leads and contacts
- Disseminated 5+ annual deal-closing marketing materials including press releases, social media posts, deal memento designs, purchase orders, and other high-value assets
- Coordinated internal and external events with referral sources including wealth managers, lawyers, accountants, private equity, and insurance firms meant to develop new or enhance existing relationships as referral parties
- Maintained the company website to continually improve SERP rankings, SEO, and conversions by instituting Google Analytics
- Researched, project managed, and launched a new website rebuild in Q2 2024 to optimize organic lead development, enhance thought leadership and awareness of blog content, and modernize the company brand
- Managed and tracked high volume of transaction information, counterparties, and business development notes in DealCloud
- Owned and updated brand materials to drive relevant engagement with targeted middle-market business owners
- Developed a well-rounded brand identity by creating short-form logos for all marketing materials

LEADERSHIP & DEVELOPMENT

LEADERSHIP DEVELOPMENT FELLOW

Baldwin Wallace University School of Business | June 2021 – May 2022

- Drove awareness for graduate and undergraduate programs through digital channels by creating brochures, social content (Instagram, LinkedIn & Twitter), email campaigns, and event promotion
- Launched the School of Business LinkedIn account and generated 800 followers over the course of 10 months
- Conducted on and offline market research and strategized marketing initiatives against regional competitors