

David Bodine

Marketing Specialist



Contact

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Education

CENTRAL MICHIGAN UNIVERSITY
Bachelor of Science in
Business Administration
Social Media
Undergraduate Certificate
2014

Skills

- COPYWRITING
- SOCIAL MEDIA STRATEGY
- CONTENT CREATION
- EMAIL MARKETING
- CUSTOMER SERVICE &
ACCOUNT MANAGEMENT
- SOCIAL MEDIA MARKETING

About Me

Versatile and results-driven marketing professional with over a decade of experience in social media management, event planning, and digital marketing. Proven track record in enhancing brand presence through strategic content creation, email marketing, and customer engagement. Adept at leveraging a diverse skill set to drive successful marketing campaigns and support business growth.

Work Experience

THERMOANALYTICS

Marketing Specialist | 2022-Present

- Oversee conference registrations and attendee management for company exhibitions.
- Manage and execute social media strategies on platforms including Facebook and LinkedIn, boosting engagement and promoting company events.
- Plan and coordinate company events, including the annual Shareholders' Meeting and bi-annual User Group Meeting.
- Develop and send out email marketing campaigns to leads, customers, and internal stakeholders.
- Assist with graphic design, website development updates, and other marketing tasks as needed.

YELLOW FLAG PRODUCTIONS

Director of Social Media | 2019-2022

- Led social media efforts for an Emmy Award-winning brand and an NAIA university athletics department, enhancing brand visibility and engagement.
- Assisted with recording and producing highlight videos for social media and television.
- Guided production strategy and content direction to align with company goals.

MILO DIGITAL

Social Media Manager | 2018-2019

- Developed and implemented social media strategies for clients, including content creation and customer interaction.
- Enhanced client brand presence through targeted social media campaigns and engagement tactics.

REBUILD AGENCY

Integrated Communications Specialist | 2014-2017

- Managed social media strategies and accounts for multiple clients, increasing brand awareness and engagement.
- Created and executed email marketing campaigns and assisted with website maintenance and updates.
- Supported graphic design efforts for both print and digital materials.