

CRYSTAL CARTER

Content Marketing Specialist | Social Media Strategist | Event Coordinator

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PROFESSIONAL EXPERIENCE

Lexicon Services

May 2024 – July 2025

Marketing Specialist

St. Louis, MO

- Manage relationships with external vendors to streamline fulfillment and ensure consistent delivery of marketing collateral to over 90+ offices nationwide as needed
- Implement segmentation of email journeys to tailor content to the needs of potential clients
- Launch and optimize 5+ email journeys via Salesforce to actively connect with existing and prospective clients
- Analyze email performance metrics in Salesforce to optimize content strategy and increase conversion rates, leading to a 40% open rate and an average 2.62% click-through rate

PracticeMatch

Aug. 2023 – Jan. 2024

Content Marketing Specialist

St. Louis, MO

- Created 5+ engaging and visually appealing social posts per week for PracticeMatch's social media platforms, including TikTok, Facebook, Instagram, LinkedIn, and Twitter
- Collaborated with cross-functional teams to optimize content for search engine ranking
- Initiated and managed creative requests via Trello to drive consistent branding and boost social media engagement across platforms
- Strategically developed co-branded content with multiple partners and service providers to expand reach to common audiences

Marketing Specialist

Oct. 2021 – Aug. 2023

- Provided show coordinators with the proper company information about PracticeMatch and its sister companies to best represent the companies at conferences
- Orchestrated shipping timelines for 40+ annual conferences to ensure timely delivery of materials
- Implemented a new pre-conference communication process to streamline coordination
- Initiated the submission of speaker proposals for trade shows and conferences, leading to a significant rise in speaking engagements, from 3 to 15 within one year

Lindenwood University

Aug. – Dec. 2020

Writing and Editing Intern

St. Charles, MO

- Created and edited copy for social media assets for the Library and Academic Resources Center (LARC), to be seen by the entire student body
- Collaborated with the library's marketing team to create engaging and informative campus-wide marketing materials for the Library and Academic Resources Center

Marketing Intern

May – Aug. 2020

- Created social media assets for the Library and Academic Resources Center (LARC) to post, informing Lindenwood students of library hours, office hours, etc.
- Created copy for informational documents, such as flyers, related to the library to be distributed around campus throughout the fall semester

EDUCATION

Lindenwood University

Bachelor of Arts, Advertising & Strategic Communications

Aug. 2018 – May 2021

St. Charles, MO

SKILLS

Marketing Tools: Hootsuite, Canva, Agorapulse, Surfer SEO, AVID Media Composer

Project Management: Trello, Asana, Jira, ClickUp, Basecamp

CRM/Analytics: Salesforce, SVG Lead Pro, Clearview Social

Other Skills: Copywriting, Process Improvement, Social Media Management, Community Management, Marketing Automation, Digital Marketing