



Desiree' M. Slaughter

Content Marketer

Position with Firm

2022–present **Content Marketer.** Develops and implements a wide range of marketing assets, campaigns, and strategies for optimum digital marketing effectiveness, client engagement, and project success in support of PSC and its clients. Executes digital strategy, social media planning and implementation, and website development using WordPress CMS. Translates abstract public policy concepts into compelling, digestible content across various digital channels.

Previous Professional Experience

2021–2022 **WordPress Web Designer, Michigan Creative,** Lansing, Michigan. Designed, created, and maintained modern, scalable, and functional sites using WordPress CMS and Pro Theme by Themeco for agency clients.

2018–2019 **Junior Designer/Webmaster, Dream Tree Family, Inc.,** Houston, Texas. Designed and developed custom WordPress website templates using the Divi Theme to create a cohesive web presence across independent U.S. store locations. Provided ongoing support and maintenance for 15 WordPress websites. Created and implemented targeted strategic SEO strategies to increase local online rankings, increasing social engagement by 200 percent. Initiated and led the redesign of the Dream Tree Family company website and created branded digital collateral. Researched and created original blog, social media, and email newsletter content.

2017–2017 **SEO and Marketing Specialist, Ace Flowers,** Houston, Texas. Optimized search engine optimization (SEO) and search engine marketing (SEM) efforts, analyzed online content performance using Google Analytics, and developed strategies to increase web traffic and generate sales. Created a new brand identity and implemented new brand strategy, consolidating multiple identities into one strong, consumer-oriented brand that increased brand awareness and social media engagement. Tracked, studied, and analyzed trends in the marketplace and developed strategies for brand and promotional messaging to capitalize on unmet market needs, yielding a 50 percent increase in social media engagement and a 15 percent increase in sales over four months.

2016–2016 ***Communications and Special Projects Intern***, Greater Lansing Area Clean Cities Coalition (now Michigan Clean Cities), Lansing, Michigan. Created and executed a month-long educational, interactive digital campaign that included Facebook and Twitter posts, a Twitter chat with industry leaders, pre- and post-campaign surveys to track audience knowledge, and a local movie screening event. Initiated and led the redesign of the company website and brand collateral (digital graphics, print documentation, and ads), improving communication flow and local brand awareness.

2014–2015 ***Public Relations and Communications Coordinator***, Information Technology Empowerment Center, Lansing, Michigan. Led the design, development, and implementation of print and digital communication materials. Planned and coordinated three marketing and public relations events, significantly increasing new student enrollments, community support, and consistent event success. Strategized the design and composition of all public communications and marketing content (annual reports, social media, online content, press releases, grant and funding letters, ads, print collateral, etc.).

Education Michigan State University, BS in Media Arts and Technology
Full Sail University, Media and Communications Certificate
Focus: HOPE Information Technology Center, Information Technology Certification

Technical Skills

- WordPress, HTML/XHTML, CSS, JavaScript, Python, etc.
- UX/UI and accessibility
- Microsoft Office Suite, Google Workspace, Adobe Creative Suite, etc.