

Brenda Yahm

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Solid and savvy digital strategist with an eye for design excellence and branding across multiple industries, including Television, Hospitality, Healthcare, Startups, and Agencies. Highly creative with experience identifying target audiences and activating campaigns that engage, inform, and motivate. Inclusive leadership style with a proven talent for influencing cross-functional teams to align with goals and objectives. Excellent verbal, written, and presentation skills; comfortable interacting with all levels of an organization. Fully remote-work capable.

- Market Research & Analysis
- Customer-Focused
- Content Strategy
- Relationship Management
- Social Media Strategy
- Paid Advertising
- Editorial Mindset
- SEO/SEM
- Content Marketing Programs
- Campaign Execution
- Project Management
- Website Design

Professional Experience

Netradyne

2022 - Present

Digital Marketing Manager

Lead and implement the digital content marketing and strategy. Collaborate with cross-functional stakeholders to create ads, landing pages, email marketing, sales scripts, presentations and targeted social content. Facilitate ideas for webinars, podcasts and blogs.

- Lead the development of the webinar and podcasting program for third-party content and in-house production.
- Create and optimized landing pages to drive new leads and/or accelerate leads through the sales cycle.
- Assist with the development of a new company website.

Byrna Technologies

2021 - 2022

Marketing Manager

Led and implemented content marketing and social media strategy within a \$500K budget. Collaborate with cross-functional stakeholders to create ads, email marketing, and targeted social content. Facilitate story idea creation for blog and social channels

- Captured a ~25% increase in followers by initiating a social media influencer strategy.
- Increased user engagement and revenue by updating the website with Shopify.
- Formalized and refined the company's content strategy.
- Drove ~\$200K in direct sales leveraging a PR event written for a specific influencer for Fox News (National).
- Affected ~\$140K in sales from influencer marketing campaigns (separate from Fox).
- Influenced +\$800K in sales attributed to email specifically featuring my content.

Agency Freelancer

2019 - Present

Content Marketing and Digital Strategist

Deepen relationships and engender long-term engagement by managing content marketing, social media strategy, and paid advertising for multiple agency clients, including political campaigns, engineers, real estate, SaaS, technology, and restaurants. Facilitated client and stakeholder meetings to update content, social, and paid initiatives. Analyzed and shared client strategies to maximize digital investments.

ClinCapture

2019 - 2021

Head of Marketing

Ran a team of four and a budget of \$300K. Established the marketing strategy for a cloud-based eClinical software provider. Implemented comprehensive strategic elements including demand and lead generation, paid advertising, email campaigns, SEO/SEM, social media, blog content, white papers, case studies, and webinars. Conducted interviews for blog posts.

- Grew traffic by 20% in one year using optimized search engine marketing campaigns.
- Influenced 68% of LinkedIn hits, brand awareness, and ad campaign management techniques.
- Increased inbound lead generation by 10%, contributing to company growth during COVID-19.

Caesars Entertainment**2019 - 2020****Digital Development Manager - Internal/External Communications**

Developed content strategy for the “Brand Journalism Initiative.” Managed the post-merger content process for the Eldorado Resorts and Caesars Entertainment integration. Implemented a communications distribution plan and oversaw production to reach specific cross-enterprise stakeholders and audiences. Recruited and onboarded Strategy Team professionals. Created and edited corporate website and social media messaging.

- Increased online newsroom page views by 10% through introducing brand journalism to boost newsroom news.
- Realized increase of 20% overall corporate content page views via brand journalism, social media distribution efforts, and email marketing.

Touro University Nevada**2018 - 2019****Web Content Manager**

Established a new university admissions website focused on marketing to specific audiences and lifting brand awareness levels. Teamed up with numerous departments to align website information and brand strategy.

- Improved SEO results and influenced admissions growth by creating fresh site content.
- Completed website design ahead of schedule using time management and communication skills.
- Recipient of “Pinnacle Award: Website” from the Public Relations Society of America.

FOX5-TV**2015 - 2018****Digital Content Manager**

Directed a team of skilled designers creating web and social media content. Acting Managing Editor over the production process. Accelerated website creation activities to deliver within 14 days.

- Achieved highest digital platform rankings in the Las Vegas market by being first to market news reporting, reputation for accuracy, and deploying engaging content in the distribution channel to raise viewers’ brand awareness.

Banjo**2013 - 2015****Producer**

Producer for this tech startup’s news content for this tech startup. Generated stories for a targeted market segment. Collaborated with other teams to increase the volume of stories produced and circulated.

- Recognized for creating the most news stories resulting in a more excellent selection of content for media partners
- Recognized as the most efficient producer of viable content.

KSNV-TV**2012 - 2014****Producer**

Cultivated the content strategy for the highest-rated morning news program in Las Vegas. Oversaw the production process for anchors, reports, video journalists, editors, and production crews. Designed and delivered content distribution strategies based on audience and airtime analysis and led Editor Team to create targeted viewer content. Acted as a managing editor to ensure content was aligned with the station brand goals.

- Boosted viewership by creating an “adoptable pets” segment aired during the weekend show.
- Grew weekend and early weekday newscast ratings to #1.
- Promoted from production assistant to news producer <six months in a “Top 50” market.

Education and Certifications

MBA, Marketing

Louisiana State University

BA, Communications, and Journalism

Ashford University

Digital Marketing Certificate, Purdue University

Google Ads Certified

Proficiencies

Technology: Adobe Creative Suite, Premiere Pro, Photoshop, Lightroom, HTML/CSS, Microsoft Suite (Word, Excel, PowerPoint), WordPress, Adobe Experience Manager (AEM), CMS: Terminal Four, Google Analytics

Social Media: Social Media: YouTube, LinkedIn, Instagram, Facebook, Twitter, TikTok

Volunteer Work

Board of Directors - Communications Director for ALPFA Las Vegas

The Association of Latino Professionals for America is a non-profit organization that provides networking opportunities, professional development and career resources for Latinos, Hispanics, and allies. Developed email marketing, social media strategy and copywriting services to the organization.

Communications Lead for VIA

VIA is a volunteer-run business impact group for Latinos, Hispanics, and allies. Developed communications and content strategies. Drove more event participation to events and memberships. Designed event graphics and collateral.