

BLAKELEE BARTIK

DIGITAL MARKETING & CONTENT SPECIALIST |
EDITORIAL STORYTELLING | SOCIAL & EMAIL

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PERSONAL PROFILE

Creative and adaptable marketing and content professional with an international perspective shaped by living and working in Madrid, New York City, Atlanta, and London. Experienced in adapting to new environments, understanding diverse audiences, and bringing ideas, concepts, and products to life through engaging visual content. With a strong eye for aesthetics and storytelling, I bring ideas to life across platforms and connect content with diverse audiences.

SKILLS AND STRENGTHS

- Fluent in written and spoken Spanish
- Proficient in Google Workspace and Canva
- Experienced in all major social platforms
- Mailchimp email marketing/newsletter creation
- Experienced in short and long-form copy
- Adaptable to a variety of brand voices

ACADEMIC BACKGROUND

The University of Georgia

Bachelors Degree in Marketing, 2017
Bachelors Degree Spanish, 2017

- Emphasis in Digital Marketing
- Semester at Universitat de València
- Terry College's Business in Cuba

RELEVANT EXPERIENCE

Social Media & Production Coordinator

Cheapism / MediaHub, 2020-2026

Promoted through multiple roles over six years, supporting editorial production, content strategy, audience growth, social media management, and AI video initiatives.

Editorial Production & Content Management

- Managed end-to-end production of digital editorial content, ensuring accuracy, consistency, and timely publication across Cheapism and MSN
- Selected, edited, and optimized images for slideshow and editorial content while ensuring proper licensing, attribution, and brand consistency
- Formatted and proofread articles, implemented affiliate links, and performed editorial edits to improve readability and user experience
- Collaborated with editorial teams to maintain publishing schedules and streamline production workflows
- Served as the primary liaison between Cheapism and RVShare coordinating the production and publication of partner content
- Produced and scheduled sponsored and editorial content across Cheapism and MSN ensuring deadlines and partnership requirements were met

Syndication & Audience Optimization

- Managed content syndication and scheduling for MSN, strategically publishing articles to maximize audience engagement
- Analyzed article performance using traffic and engagement metrics to identify high-performing content
- Optimized headlines, alternative text, keywords, and metadata to improve click-through rates, discoverability, and page views

Social Media Strategy & Management

- Managed Cheapism's presence across Facebook, Instagram, X (formerly Twitter), TikTok, and Pinterest
- Created, curated, and scheduled platform-specific content to significantly increase audience engagement and extend the reach of editorial content

Digital Marketing Coordinator

Masada Leather, 2021-2023

- Planned and distributed email marketing campaigns through Mailchimp, creating content designed to inform, engage, and retain customers
- Managed social media presence across Instagram and Facebook, developing and publishing content aligned with the brand's visual identity and voice
- Maintained the overall look, feel, and content of the website to ensure a cohesive and engaging digital experience
- Oversaw the website's online ordering system, keeping products, information, and customer-facing content accurate and up to date
- Ensured consistency across social, website, and email channels to create a cohesive brand experience and strengthen customer engagement

Cultural Ambassador in Spain

Community of Madrid, 2017-2020

- Developed and taught different curriculum for Spanish high school students
- Created engaging content in English and Spanish for school blog and socials
- Organized and executed cultural and scholastic events and trips
- Led various groups including international pen pal program and drama club
- Fostered a deeper understanding of American culture, traditions and lifestyle