

LANEY KNEIBEL

CONTACT INFORMATION

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[View My Portfolio Here](#)

EXPERTISE

Creative Strategy & Art Direction

Digital & Print Design

Social Media Content Creation

Digital Paid Advertising

Brand Marketing & Strategy
Planning

Remote Team Collaboration
& Management

Project Management

Website Design

TECHNICAL SKILLS

Adobe Creative Suite

Figma

Canva

Microsoft Office

Google Workplace

Asana / Monday

Slack / Teams / Zoom

PROFESSIONAL SUMMARY

Innovative and results-driven digital marketing professional with a strong background in creative design and brand strategy. Recognized as a resourceful and knowledgeable team player within the agency and its affiliates. Passionate about developing impactful creative strategies and known for reliability and hands-on collaboration. Proven track record of career progression, showcasing a commitment to skills development and teamwork.

WORK EXPERIENCE

BOLT PR, A MILLWRIGHT AGENCY

July 2018 – Present (6 years)

Creative Design Strategist | *February 2022 — Present*

On top of single-handedly running the creative design department, responsibilities include social media content creation and management, web design, client management, collaboration with wider team departments and more.

- **Led multiple comprehensive rebrands for Bolt PR and affiliate agencies**, encompassing web design, social media strategy, marketing collateral, and more.
- **Boosted brand awareness and lead generation** through strategic social media campaigns and graphic design.
- **Maintained and strengthened client relationships** with effective communication and project management.
- **Collaborated with senior team members and client teams** to engage target audiences and achieve business goals.
- **Developed and executed strategic creative and social campaigns** to enhance client visibility.
- **Analyzed and reported on campaign performance**, providing actionable recommendations for optimization.
- **Proactively pitched innovative creative ideas**, delivering concise and impactful presentations.
- **Played a key role in client negotiations**, using effective and creative pitch materials to close deals.

CLIENT HISTORY

Balcones Distillery
Brush Country Claims
El Pollo Loco
Halo Collar
Logitech
Orange County's CU
Packsize
TOUS les JOURS
Virtual Incentives
Work Shield

INDUSTRY EXPERIENCE

Agency Marketing
B2B Tech / SaaS
Beauty
Consumer Products
Consumer Tech
Education
Food & Beverage
Franchising
Health & Wellness
Restaurants / Hospitality

EDUCATION

Western Michigan University
Graduated in 2017
BBA: eBusiness Marketing &
Business Management

Digital Account Executive | *September 2021 — February 2022*

Fully lead client accounts, develop strategic and creative strategies, holistic digital marketing knowledge, including social media, website, PPC, email marketing, SEO and analytics. Responsibilities focused on leading team members to success while providing hands-on collaboration and teamwork.

- **Developed strategic social and digital marketing plans** for various B2C and B2B brands.
- **Managed multiple client accounts simultaneously**, while also overseeing the agency's digital presence.
- **Directed client paid advertising strategies and campaigns** across multiple platforms, handling annual budgets ranging from \$6,000 to \$120,000.
- **Authored and published blog content** to enhance client websites and drive engagement.

Digital Account Associate + Coordinator | *July 2018 — September 2021*

Provided full support to the digital marketing executive team through research, ideation and content creation. Quickly promoted from Account Coordinator to Account Associate in less than a year due to high performance and eagerness to learn.

- **Contribute to client strategies and plans** by providing creative ideas to
- inspire audiences.
- **Manage social media content and pages**, including copywriting, creative design, scheduling, and community management.
- **Work with the internal team** to maintain client projects and timelines.
- **Compile, analyze, and report data metrics** for all client social media platforms.
- **Author and publish blog content** on various topics for client websites.
- **Enhance skills in Adobe Creative Suite and Canva.**
- **Develop content creation shot lists and photoshoots** for various client campaigns.