

Trevor Simpson

CONTACT

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EDUCATION

Mercyhurst University
BA, Marketing
2021

Mercyhurst University
BS, Fashion Merchandising
2021

SKILLS

- Social Media Management
- Sprout Social
- Social Media Analytics
- SEO
- HubSpot
- Adobe Suite
- Content Creation
- Communication
- Event Management
- Copywriting
- Market Research
- ABM Campaigns
- Email Marketing
- Website Landing Pages

RECOMMENDATION

Jayne Hunt

Director of Design & Marketing
Source International Design
(585)-329-7232

Kerry Jones

President/CEO
Indigo Tones, LLC
(585)-329-5131

PROFESSIONAL SUMMARY

I can be described as a positive, creative, and data-driven marketing professional. My peers often commend my ability to blend creativity with strategy, consistently driving brand visibility and engagement. With a strong foundation in event management and social media strategy within SaaS and B2B markets, I'm known for my innovative approach to generating leads and delivering measurable results.

WORK EXPERIENCE

First Insight, Inc.

Marketing Manager, Events & Social Media, February 2022 - Present

Currently overseeing the strategy, management and implementation of event and social media strategy for First Insight, Inc.

- Achieved a remarkable 400% increase in social media engagement and boosted followers by 176% (adding 7,000 new followers) over the past 2 years.
- Ownership of sales enablement, ABM, events, and marketing automation—reporting to the SVP of Marketing.
- Developing a weekly email newsletter for over 100,000 recipients, providing retailers with valuable resources and insights on the latest industry news in retail.
- Partner with the CEO on weekly Forbes articles, contributing to content development, editing, and publishing on Forbes.com.
- Collaborating with business development, sales, and account management to create ABM content for every stage of the sales cycle.
- Co-developing industry reports alongside esteemed names like WWD and Sourcing Journal.
- Skillfully deploying new platform features, such as a LinkedIn Newsletter, that garnered an impressive 1,300 subscribers in just 4 weeks.
- Deploying a 30'x30' booth at NRF, the largest trade show in the retail technology industry. Overseeing an annual event budget of \$400k +.
- Promoted to Marketing Manager, Events & Social Media within second year of employment.

Source International Design

Marketing Associate, May 2021 – Present (Freelance)

- Manage the entire social media presence, crafting strategies that boosted recognition and engagement, leading to a 678% increase in followers (2,800 new followers) and 400,000 impressions.
- Craft monthly email campaigns that are sent to an audience exceeding 20,000.
- Collaborated on professional photoshoots, ensuring consistent, impactful brand representation across channels.

Indigo Tones

Digital Marketing Coordinator, 2018-2021 (Freelance)

- Directed the relaunch of IndigoTones.com, overseeing the creation of landing pages, photography, and copywriting.
- Managed social media presence and positioning, driving a 267% increase in engagement through targeted content creation.
- Developed product positioning, messaging strategies, and SEO techniques for enhanced market visibility and Google ranking.
- Oversee paid media strategy and execution on Meta platforms, driving promotion for new products.