

**Content Marketing Strategist****CONTACT INFO**

✉ Emily.Hatton@GetMore.Marketing  
 📞 859-206-9893  
 📍 Florence, KY  
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**EXPERIENCE SNAPSHOT**Marketing: **6yrs** Managing: **4yrs**Customer Connection: **10yrs+**

- Marketing Director, 3 yrs
  - **Get More Marketing**
- Social Media Manager, 1 yr
  - **Rook Digital Marketing**
- Brand Ambassador, 6 mo
  - **Victory Marketing Agency**
- Publicist & FB Manager, 2 yrs
  - TerraCycle
- Cust. Service & Retention, 2 yrs
  - Signature Hardware
  - The Neat Company
- General Manager, 6 mo
  - Halloween City

**EDUCATION & CERTIFICATIONS**

Bachelors Degree  
 Sustainability, Policy, and Business  
**Rutgers University**  
 📍 New Brunswick, NJ  
 📅 Class of 2009

Certification  
 UX Design

**Google/Coursera**  
 📍 Online  
 📅 June-Dec 2022

**MARKETING DIRECTOR**  
**GET MORE MARKETING**

📅 January 2023 - June 2025 📍 Florence, KY

- **Founded and grew a marketing agency** serving diverse small-business clients, **driving growth through creative, community-centered campaigns** and strategic digital content.
- **Built and managed a 30,000+ member local Facebook community group** with 1M+ monthly impressions, doubling as a trusted small-business network and a **strategic marketing channel for my agency**.
- Created a community led #KindnessMatters positive review campaign, raising over \$3,000 for local charities, **earning regional media coverage (Spectrum News 1, FOX) for my clients**, and generating thousands of positive reviews for local small businesses.
- Designed and developed client websites and cohesive digital/print marketing materials using no-code platforms and UX best practices, collaborating with creative partners to produce on-brand assets that **boosted engagement, visibility, and lead generation by 25-30%**.

**SOCIAL MEDIA MANAGER**  
**ROOK DIGITAL MARKETING**

📅 April 2022 - Dec 2022 📍 Florence, KY

- **Managed social media content and scheduling** for 7+ small business clients across Facebook, Instagram, and TikTok, maintaining consistent posting calendars that increased engagement by 25-40% over six months.
- **Conceptualized and launched creative campaigns** and viral-style content that drove up to 3x higher reach and sparked stronger audience interaction, including interactive local challenges and humor-based community posts.

**BRAND AMBASSADOR (FREELANCE)**  
**VICTORY MARKETING AGENCY**

📅 Aug 2018 - Jan 2019 📍 Various Event Locations

- **Represented national and local brands** at live events, trade shows, and community promotions, **engaging directly with consumers** to build awareness and create memorable brand experiences.
- **Delivered hands-on experiential marketing campaigns**, setting up branded displays and engaging consumers **through live product sampling and brand storytelling** for companies like BrightFarms and a leading telehealth app.

**PUBLICIST & FACEBOOK MANAGER**  
**TERRACYCLE**

📅 Sept 2009 - Aug 2011 📍 Trenton, NJ

- Built TerraCycle's social presence from the ground up, **growing its Facebook community to 16K+ followers in the first year** through mission-aligned campaigns that built an active sustainability community.
- Secured national media coverage in outlets including CNN, NBC, and The New York Times by writing and pitching press releases that **generated thousands of press hits and millions of impressions**.



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SKILLS

TECHNOLOGIES

Wix

GoDaddy

Shopify

Canva

Adobe

Figma

Meta

Google

ChatGPT

Sora 2

MailChimp

SUPERPOWERS

Content Strategy

UX/UI

Storytelling

Design

Campaigns

Community

Brand Voice

Analytics

CUSTOMER SERVICE SPECIALIST  
SIGNATURE HARDWARE

Dec 2017 - July 2018 Crestview Hills, KY

- Delivered exceptional customer experiences via phone, email, and chat, **consistently ranking among top performers** in customer satisfaction (Zendesk Quality Scores).
- Translated complex** product and policy **information into clear, persuasive communication** that built trust and strengthened brand loyalty.
- Collaborated cross-departmentally to resolve issues efficiently**, reinforcing the company’s “people-first” reputation and contributing to customer retention and positive online sentiment.

GENERAL MOMAGER (Homemaker and Family Manager)  
THE HATTON HOUSE

(Aug 2014 - Forever) Florence, KY

- Took time** away from traditional employment **to focus on family**, navigating pregnancy, early childhood, and household management with the same creativity and adaptability I now bring to business.
- Rejoined the workforce between children** through roles with Signature Hardware and Victory Marketing, combining customer relations and experiential marketing **to deepen my understanding of how people connect with brands**.
- Transitioned back to professional life through UX design coursework and digital marketing projects, **ultimately launching Get More Marketing** to serve local small businesses.

RETENTION SALES SPECIALIST  
THE NEAT COMPANY

June 2012 - June 2014 Philadelphia, PA

- Engaged directly with customers requesting cancellations or returns, **identifying pain points and reframing value propositions** to rebuild trust and retain accounts.
- Applied behavioral and psychological insights to deliver empathetic, persuasive communication that **improved retention rates and strengthened long-term customer satisfaction**.

GENERAL MANAGER  
HALLOWEEN CITY

2009 & 2011 Seasons Iselin, NJ & Richmond, KY

- Oversaw full store setup and operations for seasonal retail locations, **leading teams** through site build-out, merchandising, staffing, and sales launch **under tight deadlines**.
- Recruited, trained, and **managed seasonal staff while driving customer engagement** and daily sales performance, ensuring efficient operations and an exceptional in-store experience.