

# SONIA DELANO MCSWEENEY

## MARKETING MANAGER / CREATIVE DIRECTOR

914.602.6643



Sonia@createdbysonia.com



Westchester, NY



soniadelanomcsweeney



## PROFESSIONAL PROFILE

Innovative Marketing Leader with 15+ years of experience delivering exceptional marketing campaigns, content and collateral based on established and innovative strategies. Results-oriented and collaborative professional bringing expertise in brand management and social media engagement. Detail-oriented, attentive and decisive leader.

## EDUCATION

BS Advertising  
Copywriting and Graphic Design  
Syracuse University the Newhouse School  
1989-1992

Masters of Special Education Teaching  
College of New Rochelle

## SKILLS

### PROFESSIONAL

New Business Development  
Branding  
Lead Generation  
Nurturing Leads  
Excellent Communications Skills  
Competitive Marketing Positioning  
Account Management  
Graphic Design  
Writing Copy  
Client Needs Assessment

## WORK EXPERIENCE

### OWNER

Moon View Media | Westchester, NY | 2010 – Present

Retaining clients in a variety of industries, including a NY State school, acting studio, film company, spa and an e-commerce jewelry store and chef supply store.

- Development of websites
- Online marketing campaigns
- All Social media postings
- Teaching clients to make updates and posts
- Optimizing sites for SEO

### Marketing Manager/SEO Specialist

H. Arnold Wood Turning | Tarrytown, NY | 2012 – Present

Designed and Migrated two new Wordpress websites. Responsible for all Marketing efforts, both digital and print. This company retains clients by about 80% with online leads, organic and online ads. Following the recent site migrations, we've been tracking performance weekly which has shown a steady incline in online exposure and conversions.

- Lead generation through various online avenues
- Working closely with President, CFO and sales team to devise the best campaigns for their goals
- Writing all copy for both BtoB and BtoC aspects of company products
- Outreach for guest blogging and related directories.
- Creating a presence on sites like HOUZZ and Google My Business with regular updates.
- Responsible for all social media outlets with regular posts.
- Interfacing with prospective clients, using research to help form targeted campaigns,
- Handling a \$4000 monthly budget for Adwords, regularly updating bids and ads.
- Results-oriented optimization of websites for SEO

# Sonia Delano McSweeney

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## SKILLS

### TECHNICAL

Adobe Suite Software – taught  
Photoshop at Adult Ed at NYS  
Community College

Microsoft Office Products  
Wordpress  
HTML  
SalesForce

Email Campaigns and Surveys  
Google and Bing ads and analytics

## EXTRAS

Google Adwords Certified

Google Marketing Specialist Certified

SEM RUSH Marketing Certified

Worked closely with Bruce Clay

Golden Key National Honor Society  
member

Dean's List Syracuse University 1988-  
1989

Hubspot Studio Certified

Attending many workshops and career  
area classes

## EXPERIENCE CONTINUED

### WEB MARKETING SPECIALIST/WEBMASTER

MAC Group US | Elmsford, NY | 2006 – 2010

This advertising agency worked with a varied list of brand photography equipment.

- Organizing and attending trade shows
- Extensive use of budding social media channels
- Tracking market trends
- SEO implementation and analytics

### SENIOR COORDINATOR OF INTERACTIVE MEDIA

Texaco | Harrison, NY | 2002 – 2005

Marketing involved working with small business units within the Texaco umbrella, such as Diversity, Philanthropy and NASCAR. I was told by the VP of Marketing that my greatest skill is taking a vast amount of information and making it concise for others. Texaco relocated to California in 2005.

- Taught branding to staff and worldwide offices
- Worked with agency for technical website development
- Worked on company intranet
- Development of websites with agency

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**References Upon Request**

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