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BRENAH MCVAY

SOCIAL AND DIGITAL MARKETING COORDINATOR

PROFESSIONAL SUMMARY

Social and Digital Marketing Coordinator 6+ years of experience driving digital growth through integrated content, email CRM, paid media, and SEO. Skilled in social media growth, CRM automation, WIX/WordPress, Adobe Creative Suite, and marketing analytics to optimize campaigns and improve conversion funnels. Delivers organized, data-informed content programs and scalable campaign production while collaborating cross-functionally to meet timelines and elevate brand engagement.

PROFESSIONAL EXPERIENCE

2024 – PRESENT

Freelance Marketing Manager & Digital Content Strategist, McVay Creative, Houston, Texas

- Coordinated multi-channel marketing campaigns to meet deadlines and ensure consistent brand messaging, producing measurable results.
- Managed content calendars and campaign assets with rigorous attention to detail, improving campaign organization and reporting accuracy.
- Collaborated with clients and stakeholders to align messaging and optimize campaign performance, driving measurable improvements in engagement.

2022 – 2023

Digital Marketing & Graphic Design Associate, Kwik Safety, Charlotte, North Carolina

- Created marketing content and coordinated campaigns to meet launch deadlines, producing measurable engagement gains.
- Maintained accuracy of website, email, and e-commerce listings to ensure consistent brand presence and reduce content errors.
- Collaborated with cross-functional teams to deliver marketing materials on schedule, improving campaign execution efficiency.

2019 – 2022

Wedding & Event Photography Business Owner, Brenah Devon Photography LLC., St. Louis, Missouri

- Built a Top 10 wedding photography brand through multi-channel marketing, growing client bookings by measurable margin.
- Increased website traffic 23% via SEO, paid ads, and social campaigns while optimizing conversion funnels for higher inquiries.
- Led CRM implementation and client acquisition strategy to scale operations and improve client retention rates.

2019 – 2020

Omni-Channel Marketing Associate, The Vault Luxury Resale, St. Louis, Missouri

- Coordinated cross-channel product launches, ensuring timely rollouts and measurable campaign outcomes.
- Managed marketing assets to maintain consistent brand presentation across social, web, and e-commerce platforms.
- Supported internal teams with campaign execution and timelines to improve content organization and delivery efficiency.

2017 – 2019

Marketing Operations Manager, Muddy Soap Co. LLC, Cypress, Texas

- Led execution of cross-channel marketing campaigns to increase online sales and new-customer acquisition with measurable lift.
- Analyzed customer journey and A/B test data to refine email segmentation, improving engagement and conversion metrics.
- Built integrated dashboards combining ad, email, and site metrics to surface trends and accelerate conversion-focused decisions.

EDUCATION

BBA / Management, University of Oklahoma-Norman Campus, Norman, Oklahoma

Fundraising Chair - Delta Sigma Pi

Lean Six Sigma Green Belt, University of Oklahoma, Norman, Oklahoma

SKILLS

Adobe Creative Suite	Canva	HubSpot	Many Chat
Asana	WIX & WordPress	Google Ads	CRM Platforms
Photo & Video Editing	Marketing Campaign Strategy	Copywriting & Content Creation	Social Media Growth
SEO/ SEM & Google Ads	Email Marketing & CRM	E-Commerce Optimization	Marketing Analytics & Insights

LINKS

[McVay Creative Portfolio](#)