

# Allie L. Shermetaro

## Experience in Marketing, Branding, and Creative Projects

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### Summary

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Marketing professional specializing in organic social media, content creation, and AI-driven marketing innovation. Experienced in social strategy, internal communications, graphic design, and event marketing across automotive, engineering services, real estate, and custom construction industries.

### Education

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**Oakland University** - Rochester, MI

*December 2022*

**Bachelor of Science in Marketing**

### Experience

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**FEV North America, Inc.** - Auburn Hills, MI

**Marketing Specialist (Promotion)**

*January 2025 - Present*

**Marketing Associate**

*May 2023 - December 2024*

- Lead AI strategy for marketing, including generative content development (ChatGPT, MidJourney, Copilot) and creation of global AI usage guidelines.
- Develop and execute organic LinkedIn content strategy to build brand awareness and highlight innovation, driving 15% follower growth and 40% higher engagement.
- Analyze and report on LinkedIn analytics monthly to optimize engagement and guide digital strategy.
- Collaborate with business development to align marketing with sales goals, providing client-focused strategies and outreach materials.
- Partner with CEO on special projects and manage internal communications using Microsoft 365 (newsletters, intranet, cross-functional tools), enhancing internal communication and increasing brand visibility by 30%.
- Serve as regional lead on global social media team, aligning organic campaigns, messaging, and calendars across international markets.
- Design and produce print collateral (e.g., brochures, inserts, posters and merchandise) and video content for 20+ industry events, including CES and The Battery Show, to strengthen brand presence and customer engagement.

**Yeager Team Realtors** - Chicago, IL

*March 2022 - May 2023*

**Associate Creative Marketing Director**

- Created social media content calendars inclusive of current trends and SEO terms and developed team website.
- Designed print media (brochures, flyers, postcards) and managed blog content to increase brand awareness.
- Wrote organic content and created video and graphics for social channels (Facebook, Twitter, TikTok, LinkedIn, Google My Business, Instagram), increasing engagement by 35%.
- Developed content marketing and paid advertising strategies and managed email marketing campaigns and newsletters, improving open rates by 20% and click-through rates by 12%.

**Rocket Mortgage/Rocket Central** - Detroit, MI

*January 2021 - December 2021*

**Social Media Coordinator** (*Internship; extended twice for exceptional performance*)

- Developed content marketing and paid advertising strategies for multiple business areas.
- Built Facebook Ad campaigns using Facebook Ad Manager and BIG.
- Monitored social feeds on Sprinklr with an average response time of 4 minutes.
- Created and managed decks for presentations with Creative Directors and Campaign Managers.
- Effectively collaborated with coworkers in the first 100% remote internship experience due to COVID-19.

**Simpler LLC** - Rochester, MI

*March 2020 – June 2022*

**Lead Creative Designer**

- Developed social media presence for clients across Instagram, Facebook, Pinterest, and more and led content strategy for websites.
- Studied analytics and presented best practices to increase engagement and sales.

**Sixth Beat Productions Corp.** - Rochester, MI / Nashville, TN

*January 2015 - January 2021*

**National Country Artist**

- Managed marketing campaigns for my brand, Allie Louise, increasing brand recognition and audience engagement resulting in an increase of 40% in streams and record sales.
- Strengthened public speaking abilities via live performances and interviews.
- Led a five-member band and orchestrated production of performances.

## **Skills**

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Social Media Marketing ♦ Brand Development ♦ AI Marketing Tools (ChatGPT, MidJourney, Copilot)

♦ Marketing Automation (Constant Contact, Sprinklr, Flowcode) ♦ Website & Logo Design ♦ Adobe Creative Suite ♦ Canva

♦ Microsoft 365 ♦ Google Workspace