



ELIZABETH ALBEE

Marketing Professional

RELEVANT EXPERIENCE

CaringBridge. *Bloomington, MN.*

Marketing & Communications Coordinator. *Nov 2024 - July 2026*

- Write 2 SEO & GEO-rich consumer-facing articles monthly, netting thousands of views & high search engine rankings.
- Edit outdated articles for modern SEO/GEO best practices.
- Utilize Claude AI for streamlining marketing tasks, including article & social media creation, analytics reports, & calendar-building.
- Manage the social media calendar, track monthly analytics, & create data-informed strategies.
- Create 40+ social media posts monthly across Meta, LinkedIn, X, Threads, & Reddit.

GE Designs. *Chaska, MN.*

Content Creator. *Aug 2023 - July 2024*

- Write successful blogs that result in rapid sales.
- Build quality newsletters using thoughtful layout, graphic design, & typography decisions.
- Write, edit, & design in-depth booklets showcasing company offerings and building customer loyalty.
- Create visually appealing graphics for social media using Adobe Photoshop, InDesign, & Illustrator.

Real Estate Equities. *St. Paul, MN.*

Marketing Coordinator. *Aug 2022 - Aug 2023*

- Write & design email campaigns & press releases.
- Create & maintain websites through WordPress.

Associate Board Member, Gilda's Club MN.

B.S. in Marketing Communications.

CONTACT

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SKILLS

- SEO & GEO Optimization
- Consumer-Facing Article Ideation, Writing, & Editing
- AI for Marketing
- Social Media Management
- Advertising on Facebook
- Content Marketing Fundamentals

References available upon request