

Blaire L. Weiman

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Education

Adrian College, Adrian, MI - 4.0 GPA

Bachelors of Science of Public Relations, Minor in Business Administration

Experience

[solidcore] - Washington, D.C. | Sep 2023 - Present

CRM & Loyalty Marketing Analyst

- Develop in-house national digital communication strategy to build and nurture each demographic in the customer lifecycle journey - prospects, new clients, active members, and lapsed clients
- Collaborate heavily with key stakeholders to create an omnichannel messaging approach that elevates the positioning and status of the brand from a national and local perspective of over 120 markets
- Lead nationwide fitness campaign strategy informing the email, SMS, push notification, site, and app content strategize to meet and exceed business key performance metrics - such as new client acquisition, membership conversion, etc
- Leverage analytics and reporting metrics to guide how the brand speaks to each type of stakeholder to ultimately educate, convert, and change lives to be healthier and happier

Publicis Collective - Detroit, MI | Oct 2022 - Aug 2023

Media Associate - Client: Jeep

- Researched current events, topical news stories, and various industry-wide publications to ensure all client work was in line and ahead of competitors
- Collaborated with external partners + vendors to meet client asks and tight project deadlines in a timely manner
- Evaluated campaign metrics and performance and report to internal and external agency executives on a daily/monthly/post-billing basis
- Managed multi-million dollar budgets via flowchart organization

Aurelle - Atlanta, GA (Remote) | Nov 2021- Aug 2022

Public Relations & Advertising Coordinator (Promoted)

- Fostered + expanded 100+ influencer relationships to create monthly brand aligned content
- Served as liaison between brand + influencer community on brand goals, expectations, and sales growth MoM
- Executed external partnerships with leading industry brands that grew new and highly-engaged customers
- Ideated, edited, and created trend-specific short form video content to 600k Gen Z online community members

Health and Wellness Podcast - New York, NY (Remote) | Jun 2020 - Sep 2021

Public Relations Manager (Promoted)

- Managed the public relations intern team to pitch and secure weekly interview guests in the health and wellness space for the podcast host
- Translated audio episodes into short and concise online blogs to expand the reach of the show and it's varying topics
- Executed market research through staying up to date with current events and trends in the space to pitch internally for the podcast to expand its reach, depth, and narrative
- Established PR and onboarding specific processes for future hires and the internal organization

Accomplishments

- Fundamentals of Digital Marketing Certification - Google
- Adrian College '22 Commencement Speaker
- Summa Cum Laude Academic Distinction
- Student Athlete - Women's Volleyball
- Alpha Phi Vice President of Diversity, Equity, & Inclusion