**Delaney Fenton**
Austin, TX | delaneyfenton@yahoo.com | 651-373-3670 | [delaneyfenton.info](http://delaneyfenton.info/)

**PROFESSIONAL EXPERIENCE**

**FMK Agency** – *Remote***Marketing Manager** – *January 2025 – Present*

* Led project execution across email, web, SEO, content, and social media for multiple client accounts.
* Managed client communications, performance reporting, and strategic planning using HubSpot..
* Optimized campaigns for ROI and engagement; improved client satisfaction and retention.
* Utilized Teamwork and Jira to manage timelines, delegate tasks, and streamline campaign execution.

**The Legal Connection (Acquired by Compex)** – *Austin, TX*
**Marketing Manager** – *July 2023 – January 2025*

* Directed marketing efforts for 3 brands under Compex, including engagement metrics.
* Enhanced brand positioning for TLC, resulting in improved engagement metrics.
* Built multichannel strategies (web, blog, social) using SEMrush, HubSpot, and Sprout Social.

**Marketing Coordinator** – *Jan 2022 – July 2023*

* Coordinated B2B marketing campaigns, event promotion, and lead-gen workflows.
* Oversaw marketing budgets and collateral; contributed to 20% lead growth YoY.

**Lakota Coffee Company** – *Columbia, MO*
**Social Media Manager & Barista Team Lead** – *Jan 2018 – Dec 2021*

* Increased Instagram and Facebook engagement through strategic content planning.
* Led a team of baristas; boosted customer satisfaction and loyalty.

**EDUCATION**

**B.A. Journalism, Strategic Communications** – *University of Missouri* – *Columbia, MO* – *2021*

**TECHNICAL SKILLS**

* **Marketing Tools & Platforms:** HubSpot, SEMrush, Google Analytics, Sprout Social, Teamwork, Jira
* **Content & Channels:** SEO, WordPress, Email Marketing, Blog Writing, Canva, Adobe Creative Suite

**ADDITIONAL ACCOMPLISHMENTS**

* Grew Google Ads conversions from 0 to 1,391 at $0.26 CPA
* Boosted Linkedin engagement 86%, sessions +148%, shares +500%
* Drove 40% increase in web traffic in 3 months through SEO
* Led website redesigns via WordPress & HubSpot
* “Employee of the Month” for high-impact marketing execution