



Tanya Briar Brathwaite

Digital Marketing Specialist

I'm a Digital Marketing Specialist with experience in Facebook & google ads. content creation and influencer campaigns. I'm a creative thinker and a fast learner.



Barbados



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1(246)241-6259

At A Glance

Work Experience

Sun Group Inc | 2018

Digital Marketer

- Manage the the digital marketing of Book Island Tours, Savannah Beach Hotel, Time Out Hotel, Worthing Court Apartment Hotel, Sugar Cane Club Hotel and Sugar Cane Spa.
- Manage all social media posting and engagement on Facebook, Instagram, Google My Business and Pinterest.
- Create, manage and report on paid campaigns across multiple platforms.

G&A Communication |2018

Freelance Content Creator & Digital Strategist

- Attend events to create engaging content for client
- Create strategies for digital marketing platforms for client
- Network with influencers to create new campaigns for clients
- create print and email ad campaigns to

The Brathwaite Brand | 2016- Present

Creator & Operator

- Create high quality handmade crochet pieces.
- Designing website and Etsy store and employing SEO optimization tactics to increase traffic
- Producing high-quality images and videos to accompany copy on website and social media
- Writing and managing a blog to encourage subscriptions.
- Using Mail Chimp to conduct email campaigns to keep customers and subscribers updated.
- Create influencer campaigns to reach a larger audience.

The Oral Care Centre | Summers - 2011, 2012, 2013, 2018

Special Projects Managaer & Patient Concierge

- Create print and email campaigns to reach out to existing clients about various services .
- Design web and print ads to advertise new dental hygiene products being sold in the office
- implements new digital filing systems for medical records

Key Skills

- Social Media Management
- Facebook Ads
- Blog Management
- Market Research
- Google Analytics
- InDesign, Photoshop & Illustrator
- Digital Strategy
- SEO Management
- Google Ads
- Content Creation

Educational History

B.S. in Advertising | 2017

University of Florida

InternationalBaccalaureate | 2013

United World College - USA

CSEC- 8 Subjects | 2011

The Ursuline Convent School