

# YAMINAH LEGOHN

Los Angeles, CA | 805-415-6469 | YaminahL@ArtofLegohn.com

Strategic, Organized and Results-Oriented Professional with extensive Digital Marketing and Social Media Management Experience. With an overall understanding of SEO Marketing, Marketing strategy, Digital Marketing and Social media strategy.

## Skills:

- Marketing Strategy
- Digital Marketing
- Online Marketing
- Marketing Managing
- Social Media
- Product Marketing
- Event Management
- Management
- Brand Strategy / Planning
- Relationship Building
- Customer Care
- Training and Development

## PROFESSIONAL EXPERIENCE

Art Of Legohn, LLC Los Angeles|New York  
**Marketing/Digital Marketing Director**

2010 - 2023

- Manage the branding, advertising, and promotional campaign efforts that highlights the company's visions and identity across various social media and physical spaces.
- Lead a marketing team of 10+ associates and delegate their work for press releases, flyers, posters, content creation and email campaigns.
- Utilize Search Engine Optimization (SEO) to direct the audience to the website and help narrow down the search.
- Create content using software (Canva, Imovie, Final Cut) and sharing social media platforms to market and grow our audience
- Audience increased by 90 % using social media marketing, content creation, workshops and pop ups.
- Manage analytics to track company's success and opportunities for growth in the digital space.
- Track and interpret data, metrics, and trends.
- Use software and digital marketing skills to spearhead social media management and strategy
- Increase brand awareness and market share through social media ads.
- Generate new business leads and build strong client relationships through invitation to events, social media engagement and email campaigns.

Upworks Los Angeles, CA

2022-present

### Digital Marketing Manager

- Create social media strategy for clients
- Content creation includes graphic designs, portfolio, social media post, GIFs
- Search Engine Optimization, Key Words and Copywriting
- Increase brand awareness 90%, creating new followers and engaging with audience
- Track and interpret data, metrics, and trends.
- Manage analytics on social media

**Take Lessons** *Los Angeles | New York*

*2020-present*

Digital Marketing Manager

- Create social media strategy for clients
- Content creation includes graphic designs, portfolio, social media post, GIFs
- Search Engine Optimization, Key Words and Copywriting
- Increase brand awareness 90%, creating new followers and engaging with audience
- Business consultant for small business owners

**House of Yes** *New York, NY*

*2018-present*

Show Producer and Bookings

- Red Light Special: A Night of Urban Burlesque by sharing materials for content, promote flyers on social media (Instagram, Facebook, Twitter and Email)
- Target Audience includes BIPOC, LGBTQ+ and Allies that appreciate dance, culture and women empowerment.
- Build relationships with media outlets, influencers, studios, record label reps, agency reps and invite them to the show to increase exposure.
- Assist with marketing and promotion for productions using digital marketing tools such as social media ads, email marketing, along with passing out physical flyers.
- Book dancers for House of Yes events

**Red Light Special: A Night Of Urban Burlesque™** *New York | Los Angeles*

*2016-Present*

Director of Digital Marketing and Project Manager

- Manage and delegate project team to create graphics for marketing campaigns, press release and flyers
- Budget and allocate funds to pay for the marketing materials, venue, artists, and staff
- Increase brand awareness 80% and audience attendance 90% by doing pop up shows, workshops, raffles, marketing and advertising on social media.
- Manage and direct over 50 artists to perform in productions, events and workshops
- Create and plan content and strategy for the target audience (people that enjoy dance, performance, entertainment, education, art and culture.
- Lead goal setting efforts and manage analytics to set goals to bring awareness to the upcoming shows and engage with our audience
- Create and manage a social media calendar to schedule posts for marketing and email campaigns.

## EDUCATION

**San Francisco State University** - Bachelor of Arts, Speech Communication and Dance

**Grow With Google-** Google Ads, Build Resume, Marketing Campaigns *New York, NY 2018-2020*

**Communication in Workplace Certificate** 2022

**Google Digital Marketing and E Commerce Certificate** 2023

## AWARDS

**NAACP Speech Award**

**NAACP Act-So Judge**