

Shelly Haeger

SOCIAL MEDIA
DIGITAL MARKETING STRATEGY
CONTENT WRANGLER

Recent Work 2024



About me

I am a weaver of stories and distill complicated messaging into clear and powerful content.

I am a creative and passionate marketing professional with 15+ years of marketing experience across outdoor clothing industry, hospitality, travel and tourism, holistic nutrition and start up industries.

I love shaping content strategies, developing full-funnel marketing campaigns and leading creative development for powerful brand messaging and strategy. From agency settings, working for many clients at one time to also directing in-house marketing, I create and direct engaging, visually appealing social media content and I enjoy the precision in editing and creating creative content.

I actively and delicately manage brand messaging with voice and tone to ensure brand recognition, hit KPIs and utilize social media to brand awareness and customer aquisition.

SNAPSHOT

B.S. Journalism & Film Production;
University of Colorado Boulder

I love hiking, dance, yoga, being outdoors, eating meals with loved ones, travel and exploring being human.

Fun Fact: I am a Nutrition Therapist Master, NTM (aka I love to geek out on health and wellness and help clients thrive with nutrition)



SKILLS

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- Full-funnel CPG Paid Social Campaigns
- Community Management
- Social Media Content Creation
- Influencer and Affiliate Marketing
- Analytics Management
- Strategy Planning
- Social Media (paid & organic)
- Content Calendars
- Video and Photo Creation
- Social Posting on behalf of clients

SOCIAL



WORKED WITH ACCOUNTS RANGING FROM
1K UP TO 100K FOLLOWERS

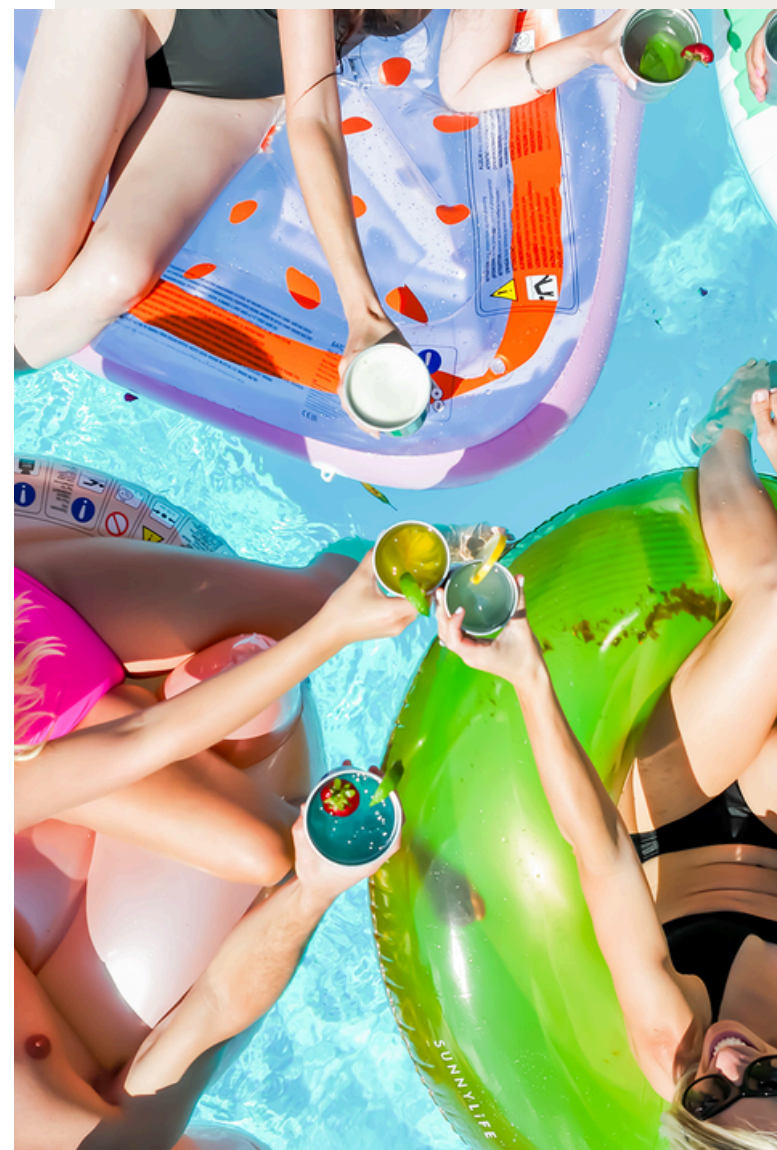




Paid Social
Campaigns



Organic Social
Media Content
Creation



Photoshoot
Direction

Recent Work

Ball Aluminum Cup

Paid Social Campaigns



Ball Aluminum Cup Make a Statement Campaign

Audience: awareness campaign tailored to eco-friendly, broad and diverse audience segments were developed and integrated across Google search, CTV, social media, influencer content, and programmatic media.

Social Media Results:

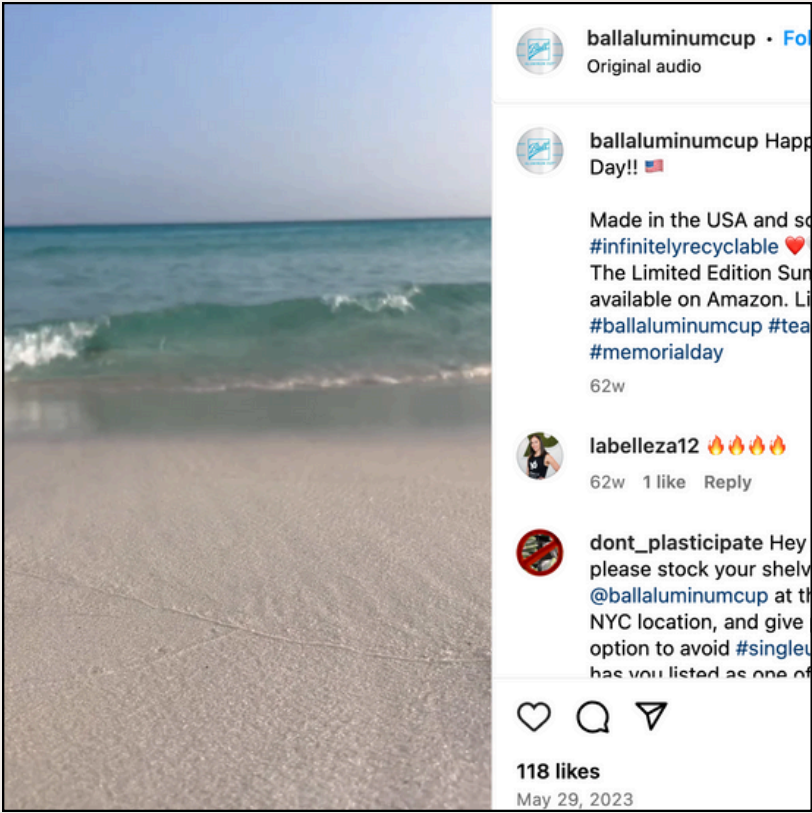
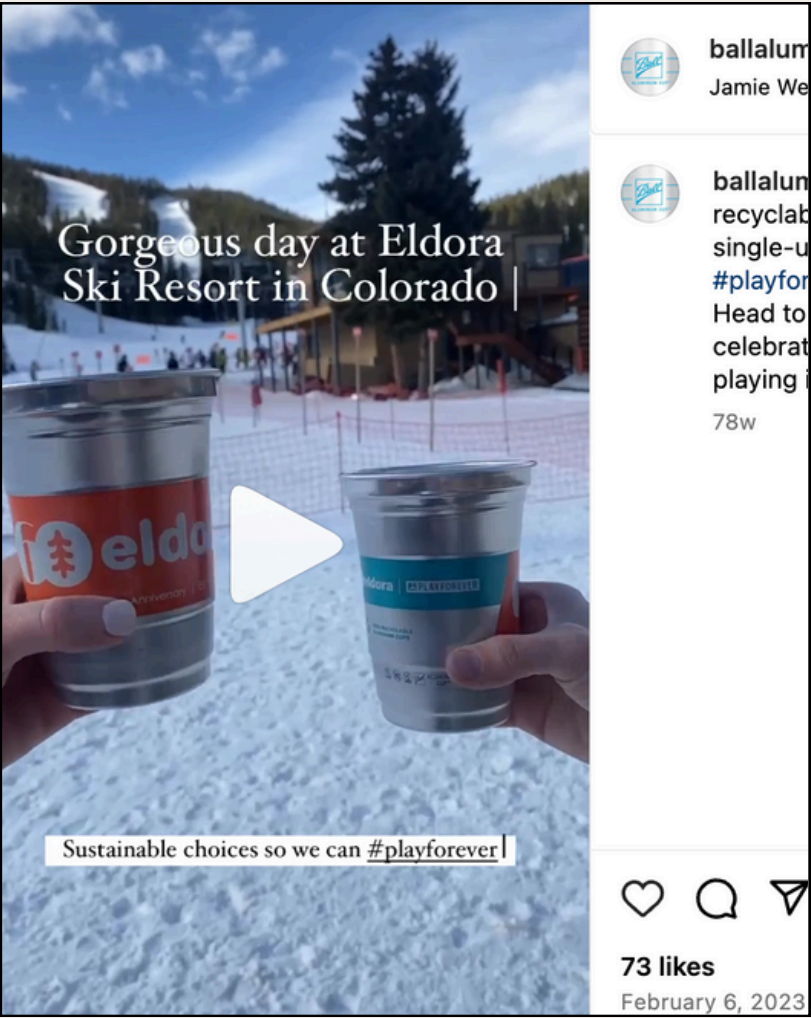
Paid social media for spring and summer campaigns 2023, amassing nearly 200 million impressions, reaching a 74% unique audience.

- 173% increased consumer awareness within 4-month period
- Social media was the stronger experience point among purchasers vs. non-purchasers

(GFK Brand Tracker 2023)

Organic Social Posts

Click to view examples of organic social media posts I created that were posted to Instagram, Facebook and TikTok



Photoshoot Direction

I have experience directing 8 photoshoots for various travel clients and the Ball Aluminum cup.

I created all project briefs, communicated the creative look and feel for each shoot, including photo shot lists, D&I model requirements and captured additional social media footage while on-site.

CONTENT VISIONS

I strive to hit all Brand goals during a photoshoot taking into account imagery usage, campaign goals, audience, Brand tone and visual representation.

BUDGETS

Budgets ranged from \$20K to \$200K

I negotiate with agencies and creatives to expand budget capabilities and amount of final assets.



CONTACT

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