

## EDUCATION

**The Ohio State University, School of Communication**  
*Bachelor of Arts, Strategic Communication - GPA: 4.00*  
*Summa Cum Laude*

Columbus, OH  
Dec. 2023

## EXPERIENCE

**The Sherwin-Williams Company**  
*Social Media Co-Op*

Cleveland, OH  
May 2023 – May 2024

- Monitored reputation management for all 4,700+ Sherwin-Williams stores globally using Chatmeter to respond to over 14,000 reviews.
- Conducted quality assurance for all social media posts on X, Facebook, Instagram, Pinterest, Threads, TikTok, and LinkedIn in Airtable, then scheduled approved posts in Sprout Social.
- Sourced UGC for DIY social channels from Airtable content library for the creative team to review.
- Developed monthly reports for social listening and competitor analyses for executive leadership.
- Researched social media trends and news to keep the team up-to-date on the latest capabilities.
- Transformed content accessibility by researching, presenting, and implementing accessible social media best practices.

**Group Plan Commission/Cleveland Public Square Programming and Operations**

Cleveland, OH

*Digital Marketing Contractor*

Dec. 2022– May 2024

*Digital Marketing Intern*

May 2022 – Aug. 2022

- Created promotional graphics and videos for events and partnerships in Canva and Adobe Creative Suite for Facebook, X, Instagram, YouTube, and LinkedIn.
- Copywrote website blogs (Wix), press releases, and email blasts/newsletters (Mailchimp) to promote events and giveaways.
- Executed digital marketing strategies to boost social media metrics. Facebook page visits increased by 853%, new page likes rose 427%, organic post reach earned a 268% boost, and organic engagement jumped 248%. All Instagram metrics increased: video interactions have risen by 1,289%, new followers climbed over 998%, and accounts engaged were up 277%.

**Greg Murray Photography**

Cleveland, OH

*Social Media Co-Op*

Sept. 2020 – Sept. 2022

- Performed community management, copywriting, and content creation for an internationally known animal photographer and author.
- Collaborated on developing and executing digital marketing strategies to exceed book pre-sale goals by over 167% and increased Facebook 28-day post engagement rates by over 700%.
- Co-developed a B2C digital marketing campaign that gained recognition from the Today Show, People Magazine, PopSugar, Fox 8 News, Cleveland.com, and Cleveland Magazine, to name a few.

**St. Malachi Church Run/Walk**

Cleveland, OH

*Marketing Consultant and Run Planning Committee*

Feb. 2024 – Present

- Develop and execute the marketing strategy to increase registration by 36% from the previous year.
- Increase all Facebook metrics: reach +652.7%, content interactions +224%, profile visits +675.6%, and followers +607.7%
- Enhance every Instagram metric: reach +133.4%, content interactions +420.2%, profile visits +337.1%, and followers +320%.

**Careplan Geriatric Care Managers**

Chesterland, OH

*Freelance Digital Marketing Specialist*

Apr. 2024 – Present

- Lead, create, and execute strategic marketing plan to boost following, engagement, and clientele.
- Copywrite blogs in WordPress to optimize SEO.

**Riso Empowerment Consulting**

Shaker Heights, OH

*Marketing Consultant*

May 2024 – Present

- Provide marketing and design guidance for the relaunch of Riso Empowerment Consulting.

## CORE COMPETENCIES

Digital Marketing | Graphic Design | Social Media | Sprout Social | Airtable | Email Marketing | SEO | Website Marketing | Email Marketing | Mailchimp | Event Marketing | Product Marketing | Content Marketing | Digital Marketing Campaigns | Content Creation | Copywriting | Accessible Marketing | WordPress | Squarespace | Wix | A/B Testing | Community Management | Reputation Management | Database Management | Database Creation | Content Management | Microsoft Office

## Isabel C. Merriman

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### CERTIFICATIONS

- Ohio Driver's License
- Hootsuite Platform Certification, Hootsuite.
- Professional Code of Ethics, The Arthur W. Page Center for Integrity in Public Communications
- Human Subject Protection [HSP] (Social and Behavioral), CITI Program
- Marketing Foundation, The Trade Desk.
- Social Media Monitoring: Strategies and Skills, LinkedIn.
- Leading in Crisis, LinkedIn.
- Content Creation: Strategy and Tools, LinkedIn
- Nano Tips to Use and Improve SEO with Sam Dey, LinkedIn
- Inclusion and Equity for Workers with Disabilities, LinkedIn
- Neil Blumenthal on Branding, LinkedIn
- Ready for Generative AI, LinkedIn.
- Social Media Marketing Strategy: TikTok and Instagram Reels, LinkedIn.
- Marketing Strategy: SEO Content Writing, LinkedIn

### AWARDS

Dean's list, all semesters | Knowledge Queen, Sherwin-Williams | Reputation Management, Sherwin-Williams | Accessibility Presentations (2), Sherwin-Williams | Most Persuasive Speaker, The Ohio State University School of Communication

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