

Adell Arndt

Digital Marketing Manager | Website + SEO Optimization | Content Strategy | CRM + Analytics | Conversion Growth

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Drive growth and efficiency by connecting digital strategy to execution; resulting in optimized campaigns, CRM workflows, and reporting to increase engagement, traffic, and team productivity.

PROFESSIONAL SUMMARY

Results-driven digital marketing and operations professional with experience executing multi-channel campaigns (SEO-informed content, email, social, and paid ads), optimizing CRM workflows, and improving team execution through data-driven planning. Known for translating strategy into action—building content systems, tracking performance in analytics tools (GA/Power BI), and streamlining processes that improve productivity and customer experience. Highlights include increasing engagement by 35%+, improving internal communication by 30%, and onboarding/training 20+ team members to strengthen adoption and performance.

PROFESSIONAL EXPERIENCE:

Digital Marketing & Advertising Consultant (Independent Contract) - Grand Rapids Realty **12/2025 - Present**
Grand Rapids, MI

- Executed integrated digital marketing campaigns across SEO, social media, email, and paid advertising by leveraging data-driven content strategies, keyword optimization, and targeted budget allocation to increase brand visibility and audience engagement, resulting in double-digit growth in website traffic, higher conversion and engagement rates, and measurable gains in brand awareness
- Created and scheduled content for blogs, email campaigns, and social media platforms while following content calendars and brand guidelines
- Tracked and reported campaign performance using analytics tools such as Google Analytics to support data-driven improvements
- Designed a new CRM system by integrating multiple software tools and applying basic coding to improve data organization and workflow efficiency

Staff Performance Manager - Employbridge/Amway - Ada MI **2/2024 - Present**

- Used CRM, Power BI, Nova Time, and B-Line to send targeted texts and emails and support staff engagement efforts, improving internal communication by 30% and employee participation by 25%.
- Provided regular performance feedback and clear expectations using collaboration tools, increasing workflow efficiency by 35%.
- Coordinated work strategies for 200+ staff members using CRM systems and Google Docs, improving productivity by 40% and reducing project delays by 30%.
- Redesigned job roles and led employee orientations, aligning staff goals with organizational values, reducing onboarding time by 45% and improving retention by 22%.

HR & Marketing Assistant - Weiss Technik - Grand Rapids, MI **7/2022 – 02/2024**

- Captured and produced photo and video content for company and community events, increasing social media engagement by 35% and brand awareness by 25%.
- Created and managed social media content across Instagram, Indeed, and Twitter using Adobe and Canva, growing audience reach by 40% and engagement rates by 30%.

- Coordinated marketing projects, schedules, and vendor collaboration, improving campaign efficiency by 30% and reducing delays by 25%.
- Supported marketing operations and executive leadership through streamlined communications and brand-aligned materials, improving campaign execution timelines by 20%.

Asynchronous Messaging Agent/Trainer - Fifth Third Bank - Grand Rapids, MI**10/2019 – 02/2024**

- Managed and updated monthly digital media content for the company art board and co-launched an asynchronous chat team, increasing internal engagement by 30% and improving customer response times by 35%.
- Handled 100+ customer interactions daily by assessing financial needs, goals, and risk tolerance to recommend appropriate products and services, improving customer satisfaction by 25%.
- Resolved mortgage-related issues using Quicken software and business banking expertise, reducing resolution time by 30% and improving client outcomes.
- Onboarded and mentored 20 new team members, increasing team readiness by 40%, confidence, and overall performance.

EDUCATION

B.S., Integrative Studies and Minor in Marketing, Ferris State University, Big Rapids, MI

Pre-Business Associate Degree, Grand Rapids Community College, Grand Rapids, MI

ACHIEVEMENTS | AWARDS:

- Employee of the Month – Recognized for outstanding performance and contribution to team productivity.
- Promotion to Chat Agent (3 months) – Advanced rapidly due to exceptional customer service and problem-solving skills.
- Mentorship Recognition – Successfully onboarded and trained 20+ team members, improving team readiness and performance.
- Marketing Impact Award – Increased social media engagement by 35% and brand visibility by 25% through creative content initiatives.
- Operational Excellence – Implemented project coordination and workflow improvements, reducing delays by 25% and boosting efficiency by 30%.

CORE COMPETENCIES | SKILLS:

- Digital Marketing & Content: Social media, Adobe Creative Suite, Canva, photo/video production, brand engagement and Graphic design.
- CRM, Data & Tools: CRM systems, SQL, Power BI, HubSpot, AI, Adobe, Canva, Nova Time, SalesForce, B-Line, Quicken, Google Workspace, and Microsoft 365
- Operations & Project Management: Workflow optimization, project coordination, vendor collaboration, executive support
- Leadership & Training: Onboarding, mentoring, performance coaching, team development
- Client Experience & Communication: Needs assessment, problem resolution, written/verbal communication, cross-functional collaboration
- Equity & Inclusion: Cultural awareness, sensitivity training, inclusive workplace practices