

MANDY ASTE WIEGAND

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SUMMARY

Digital marketing leader and creative strategist who turns brand vision into measurable growth — including 59.7% growth in active site users and a 458% increase in total users from email — while also directing the design and creative work behind that growth: brand refreshes, website relaunches, and campaign visuals across web, social, and sales collateral. Skilled at building multi-channel campaigns, directing freelancers and interns, and managing agency and vendor relationships to turn product strategy into sales-ready messaging and polished, on-brand creative. Ready to bring proven channel ownership, brand and visual leadership, and measurable business impact to a Marketing Manager, Art Director, or Graphic Design role.

WORK EXPERIENCE

Digital Marketing Specialist

GOLFZON America Chantilly, VA | 05/25 – Current

- Own the website and email marketing channels as lead, driving site-wide active users up 59.7% and new users up 89.5% through targeted content, UX improvements, and campaign optimization.
- Grow total users from email 458% and new users from email 562% by rebuilding the email program's content strategy, segmentation, and send cadence.
- Achieve email open rates of 36%–59% by crafting engaging, audience-tailored content for monthly B2B (marketing enablement) and B2C (product/promotions) newsletters.
- Serve as the primary marketing point of contact for the sales team, developing sales enablement materials and stepping in to deliver live product demos to prospects and customers.
- Direct freelancers and interns and manage relationships with external agencies and vendors, overseeing deliverables, timelines, and quality to ensure on-brand, on-schedule execution across all campaigns.
- Develop messaging frameworks for two key products and lead creation of supporting sales and marketing materials, managing campaigns from strategic planning through execution.
- Partner with product and international development teams to translate complex product features into clear, compelling messaging for sales teams and customers; lead a full brand refresh across social, sales collateral, paid advertising, website, email, and the company app.
- Lead the website relaunch — owning sitemap development, design direction, copywriting, and messaging strategy — improving user experience and strengthening brand consistency.

Social Media Manager | 01/25 – 05/25

- Grew the company's Facebook audience by 15,000 and Instagram audience by 6,000 in one year through strategic content planning, targeted posting, and engagement-driven initiatives.
- Developed and managed content calendars for dealers, store operators, and subsidiaries; filmed, edited, and designed platform-optimized graphics for TikTok, Instagram, Twitter, Facebook, and LinkedIn.

Marketing Associate / Graphic Designer | 04/24 – 01/25

- Supported the Marketing Director as part of a two-person team, coordinating timelines, asset reviews, and vendor communication while collaborating on a go-to-market strategy for a new product launch.

Digital Marketing Associate

Fifth & Cor Boca Raton, FL | 06/22 – 01/23

- Developed and managed content calendars and story banks to support client marketing strategies and maintain consistent brand messaging.
- Created, scheduled, and published social media content across TikTok, Instagram, Twitter, Facebook, and additional platforms to drive engagement and visibility.
- Designed and launched websites optimized for UX, brand consistency, and lead generation; implemented SEO best practices and executed email/SMS campaigns to increase open and click-through rates.

SKILLS & TOOLS

Skills: Brand Development & Positioning, Graphic Design & Art Direction, Digital Marketing Strategy, Content Strategy & Copywriting, Product Marketing, Sales Enablement, Go-to-Market Campaign Planning, Email Marketing, Cross-Functional & Vendor Leadership, CRM Management, Social Media Management, Video Editing & Production, Blog Strategy & Editorial Planning, Spanish Fluency

Tools: Adobe Creative Suite, Figma, GA4 Analytics, SEMrush, Brightspot, Klaviyo, Mailchimp, Salesforce, Squarespace, Shopify, Wix

EDUCATION

Virginia Commonwealth University

B.S. in Creative and Strategic Advertising, 2017 – 2021