

# ARCHIE MCKINLAY



DIGITAL STRATEGIST



---

## ABOUT

Digital Strategist with cross-channel experience in all aspects of digital media strategy including: content creation, social media, analytics, partnerships, SEM & SEO.

---

## EDUCATION

2001 – 2005

**Missouri Baptist University**  
BA - Marketing

**Major:** Business Management  
**Minor:** Business Administration

---

## SKILLS

Digital Marketing, Digital Content Strategy, Creative Direction & Marketing Communications.  
Strong interpersonal & talent management abilities  
Strong communication and presentation skills.

---

## CONTACT

archie@archiemckinlay.com  
(314) 540-6229  
archiemckinlay.com

---

---

## EXPERIENCE

**HZDG** - May 2016 - March 2018  
**Senior Content Strategist**

Leading content strategy, execution, and analysis for Fortune 500 brands across multiple industries, producing informed approaches and actionable measurements.

- Developed new measurement and reporting processes, leading to platform engagement increases of over 300%.
- Key Clients: Rockefeller Center, Hilton Hotels & Resorts, Curio by Hilton, among others.

**Coolfire Studios** - October 2014 - March 2016  
**Director, Digital Strategy**

Crafted strategic solutions across multiple industries leading to increased customer engagement, trackable revenue and optimized content creation.

- Implemented multi-faceted digital campaigns that expanded brand awareness, generated sales leads and drove \$2M+ in revenue.
- Led production and digital marketing teams to produce content and develop tactics for targeted audiences.
- Created new client proposals with executive stakeholders which led to the largest single-year increase in new client acquisition and spend per client.

**Coolfire Studios** - June 2013 - October 2014  
**Social Media Manager**

Translated business goals and objectives into digital and social media experiences, strategies and content to successfully drive awareness and engagement.

- Developed and oversaw the execution of digital marketing strategy for agency clients and partners including *Esquire Network*, *The History Channel*, and *The Oprah Winfrey Network*.
- Planned long-term content marketing strategies, which emphasized optimized content, SEO, and social media campaigns to grow targeted communities around brands and drive consistent web traffic.

**Joyce Meyer Ministries** - August 2008 - June 2013  
**Web Community Coordinator**

Responsible for the strategy and management of all social media channels and profiles.

- Oversaw strategy, planning, creation and optimization of digital content with a combined audience of over 6M users.
  - Named the most retweeted brand on Twitter in 2012 and frequently ranked among the top 10 Pages on Facebook from 2011-2013.
-