

# MYRTLE LEMON-TODD

they/he || sharkylemon.com || 616.610.4139 || myrtle@sharkylemon.com

## EXPERIENCE

### Events & Communications Coordinator

January 2023 - Present

QUEERSPACE collective

- Maintain, update, and communicate brand strategy and art direction.
- Manage digital marketing strategy from conception to implementation, tying goals to specific key performance indicators.
- Strategize and implement all digital content and advertising, including A/B testing, budget, scope, and direction.
- Maintain and implement a media content calendar ensuring clarity and brand cohesion across all social platforms.
- Design all printed and digital art materials, driving best practices and brand standards.

### Founder & Consultant

September 2017 - Present

SharkyLemonDesign

- Design and implement personalized marketing plans covering social media, advertising, and press requests for non-profits, artists, and small businesses.
- Create, analyze (UX/UI), and consult on web presence for individual clients/companies.
- Deliver original and compelling digital relationships/ services while meeting the timelines, budgetary concerns, and general needs of each client.

### Contractor

June 2022 - November 2022

Gender Justice, UnRestrict Minnesota

- Create an election-based communications campaign designed to target voters in specific Senate districts to elect pro-reproductive rights candidates, including earned and paid media.
- Maintain consistency of digital images and messages against brand style guide across all forms of organizational communications.
- Design compelling digital content for email, social media, and our website that builds meaningful connections and generates powerful calls to action.
- Develop and execute digital strategies across departments

## SKILLS

Meta Business Suite/Advertisements, TikTok, Influencer partnerships, Adobe suite, HTML, JavaScript, Google Analytics/Adwords, Facebook Ads, Shopify, Squarespace, WordPress, Drupal, Wix, Klaviyo, Wordfly, Mailchimp, Constant Contact, Dynamics 365, Salesforce, Videography/ Photography

## EDUCATION

Bachelor of Music  
St. Olaf College, 2017  
Cum Laude