

Robin (Stremlow) Bushre

Communications Manager with 15 Years of Experience

Experience

Marketing Manager

Legend Manufacturing Inc — Alma, MI (hybrid)— 3/2021 - 11/2023

- Managed social media strategy and created multimedia content; customer service messaging and engagement. Doubled Instagram followers.
- Developed and executed marketing communications plans to improve online reviews and uplift company culture. Newsletters, intranet, print collateral.
- Launched digital marketing kits and product training tools for dealers.
- Executive communications writing and support, company PR contact.
- Vendor management, budgeting, and apparel, promotional, and gift purchases.
- Event and trade show planning and travel arrangements.
- Supervision and mentoring of marketing employees.

Freelance Communications

Self Employed — 1/2019 - 3/2021

- Marketing: Brand and outreach strategy, communications planning, social media and email marketing, copy writing, website and landing page design.
- Writing: Web content writing, book development, ghostwriting, and editing.
- Clients include Spirituality & Health Magazine, Natonics Superfood Beverages, Kellie J Wright, The Kambo Center, Rock Your Mind Meditation, Arna Baartz +

Head of Digital Marketing, Content Specialist

Spirituality & Health Magazine — Traverse City, MI (remote) — 7/2014 - 1/2019

- Developed successful and current content marketing strategy using memes and challenges to emphasize digital products in a traditionally print space.
- Daily website content management; social media posts and engagement with audience of >363K followers; Facebook and IG ad manager.
- Editor and in-house writer for all advertiser-sponsored content.
- Google analytics lead and in-house user experience expert; increased subscriptions with online checkout and print renewal redesign.
- Assistant to Art Director; create print advertisements, web graphics, social media memes, assist with editorial photo selection and editing.
- Collaborated with global, virtual team in professional and personal development.

Designer

Record-Eagle — Traverse City, MI — 7/2013 - 7/2014

- Designed creative front pages and inside news, sports, and editorial layouts.
- Wrote newsworthy headlines and captions, copyedited stories in AP style, cut for content priority and space constraints.
- Communicated on deadline with editors, writers, and photographers across time zones utilizing remote office and cloud collaboration tools.

Communications Representative

State of Michigan DTMB — Dimondale, MI — 12/2008 - 12/2012

- Created and managed multi-media communications plans for >560k customers.
- Produced biannual print newsletter for >200k, and biweekly internal e-newsletter.
- Project management, meeting support, event planning.
- Web content management for eight websites and department intranet site.

Design Editor

The State News — East Lansing, MI — 6/2009 - 10/2010

- Hired, managed, and mentored 4-person news design team.

Contact

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Education

Michigan State University

B.A. Professional Writing

Digital & Technical Writing Concentration

with Honors - August 2010

Delta College

A.A. Journalism

Advanced Certificate in Int'l Studies

with Honors - August 2007

Skills

Adobe Creative Suite

Graphic design

Publications

Web content

Wordpress

Drupal

Social media

Hootsuite

Copywriting

Professionalism

Customer service

Email automation

Mailchimp

Constant Contact

Survey Monkey

Ninja Forms

Google Analytics

User experience

Project management

Event planning

Testimonials

“Robin is extremely creative, ...
[she] gets the job done and
wows me with her skills.”

— Debbi Asuncion

Utopia Volunteers

“One of the best hires I ever made.”

— Connie Morse

State of Michigan

DTMB

“What truly sets Robin apart is her spirit.
She exudes a positive attitude about her
work and the work of those around her.”

— Robb Murray

Mankato Free Press