



BETHFRITZINGER

Content Strategist / Graphic Designer / Project Manager

EXPERIENCE

Associate Director of Content Marketing / Moravian University,
Nov. 2021-Present

Content Marketing Manager / Moravian University, Mar. 2019-Oct. 2021
Bethlehem, PA

Oversees moravian.edu website (4000+ pages) alongside the Webmaster, focusing on accessibility, information architecture, and SEO

Manages 180+ projects at a time for the marketing team, collaborating with social media manager, videographer, designer, webmaster, and photographer to assign and complete tasks.

Provides creative service, consultation, and project management across various departments on campus

Provides technical and editorial support to content editors using Drupal

Writes copy to effectively promote the institution including advertising, communication workflows, direct mail, and marketing collateral

Digital Specialist / Syracuse University, Nov. 2018-Feb. 2019

Web Content Coordinator / Syracuse University, July 2015-Nov. 2018
Syracuse, NY

Managed 400+ pages on Syracuse.edu to ensure content meets brand guidelines and accessibility standards

Developed content calendars for homepage and news article integration

Supervised and mentor five to ten student consultants

Performed content audits and develop page maps

Used SEO best practices and analytics to optimize page content with keywords

Freelance Designer / Runner's World / Advertising, Sept. 2014-Jan. 2019

Design Intern / Runner's World / Advertising, Summer 2014
Emmaus, PA

Designed print advertorials, websites, e-blasts, and online banners

Created sales presentations utilizing RW brand guidelines

Completed photo research and editing

Graphic Design Intern / Office of Marketing and Communications /
Syracuse University, Sept. 2013-June 2015

Syracuse, NY

Developed branding and promotional materials for Syracuse University

Converted student print publications to tablet-friendly digital format

Wrote and designed policy guides and workflows

Creative Intern / Time Inc. Branded Solutions, Summer 2013

New York, NY

Assembled digital and print composite advertisements for clients

Created original advertorials and advertisements

SKILLS

Software

Adobe Creative Suite
Canva
Drupal
Microsoft Office Suite
Teamwork
WordPress

Data and Analysis

Google Analytics
Moz Pro
Qualtrics

Digital Marketing

Basic HTML & CSS
Copywriting
HubSpot
Search Engine Optimization
Social Media
Web Accessibility

EDUCATION

MBA /

Moravian University
May 2022

Project Management Certificate /

Syracuse University
January 2019

Graphic Design /
Syracuse University
May 2015

CONTACT

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