

QUINCEY BARNETT

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Creative, multi-faceted Social Media and Marketing Manager with a proven track record of delivering successful campaigns through social media management, influencer marketing, content creation and strategy, business communications, paid advertising and captivating copywriting.

WORK EXPERIENCE

Fitness Coach & Pilates Instructor

September 2024 - Present

- Built client base from the ground up, scaling from single-attendee sessions to consistently waitlisted classes of 21, demonstrating strong brand advocacy, audience engagement, and community-building skills.
- Act as the “face of the brand” by fostering long-term client relationships, managing in-room experiences, and ensuring consistent brand voice across in-person touchpoints — reflecting transferable marketing and customer-experience expertise.
- Leverage public speaking, coaching, and motivational communication skills to lead high-energy 50-minute sessions while simultaneously troubleshooting client needs, demonstrating agility and problem-solving under pressure.
- Collaborate with studio leadership on sales strategies, outreach tactics, and brand representation, aligning studio goals with client engagement to maximize retention and growth.

Social Media Manager & Copywriter, Eaze

November 2022 - September 2024

- Generated \$1.31M in sales from 16,530 first deliveries through social media and \$350K from 4,531 deliveries via blogs and SEO in 2023.
- Increased keyword volume by 290% for greendragon.com and 116% for greendragonfl.com in 2023.
- Managed and created content for 14 social media accounts for Eaze and Green Dragon across platforms including Instagram, Facebook, Twitter, LinkedIn, TikTok, and Reddit.
- Authored 12 blogs/month for Green Dragon and Eaze, enhancing SEO and engagement Enhanced search rankings and traffic through strategic SEO implementation in blog content.
- Partnered with retail and email marketing teams for copywriting and compliance in SMS, email campaigns, and product descriptions.
- Independently led influencer and content creator programs, driving 2,284 first deliveries and \$181K in sales in California in 2023.
- Spearheaded the Last Prisoner Project campaign, promoting donations and education across 55 dispensary locations.
- Executed multi-branded social media strategies in CO and CA, boosting follower growth and brand awareness through sweepstakes and local partnerships.
- Achieved Instagram organic follower growth in 2023: 144% for Green Dragon Florida, 19% for Green Dragon Colorado, and 34% for Eaze Dispensary, despite Meta shadow-banning issues.

Digital Marketing & Content Manager, Stem Ciders

April 2021 - November 2022

- Promoted to manage digital marketing and content strategies, driving omnichannel campaigns from ideation to execution across social media, email, and paid advertising platforms.
- Launched data-driven social campaigns across Facebook, Instagram, and TikTok, increasing audience engagement and boosting ROI through strategic A/B testing and optimization.
- Directed paid ad initiatives from concept through execution, overseeing targeting, budget management, and performance tracking to maximize conversions.
- Created all social media content and conducted photo/video shoots, including post-production editing to ensure quick turnaround and high-quality assets.
- Worked cross-functionally with external partners for major campaigns, ensuring cohesive messaging and brand alignment across all marketing initiatives.
- Led website content management through WordPress, streamlining updates to boost site performance, user engagement, and sales conversions.
- Managed the first-ever influencer marketing program, leading negotiations, content approvals, and budget allocation while driving awareness and brand advocacy.
- Regularly produced content for event promotions, growing community participation in local and international brand events, and nurturing strong customer relationships.

EDUCATION

University of Colorado, Boulder

B.S. in Advertising with a Minor in Communications

August 2016 - May 2020

SKILLS

Digital Marketing, Branding, Copywriting, SEO, Social Media, Content Creation, Email Marketing, Influencer Marketing, Campaign Strategy, Consumer Marketing, CPG, E-Commerce, Paid Ads, Email Marketing, Sprout Social, Hootsuite, Later, Meta Business Suite, Canva, MidJourney, ChapGPT, Asana, Monday.com, SemRush, WordPress, Squarespace, MailChimp, CRM, CRM Marketing, Project Management, AB Testing, B2B, B2C, WebPage Content Writing, CMS, Blogging, SEO Copywriting, Project Planning and Implementation, Public Speaking, Client Relations