

# **MANDY DEAN**

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## **PROFESSIONAL SUMMARY**

Strategic marketing professional with 10+ years of experience driving integrated marketing programs across digital, content, branding, email, social, events, and AI-enabled optimization. Known for leveraging AI tools to accelerate marketing strategy, improve SEO and AEO performance, enhance content quality, and streamline execution. Brings a collaborative, execution-focused approach with a strong emphasis on data-informed decision making, scalability, and measurable results.

## **CORE SKILLS**

- AI-Enhanced Marketing Strategy & Execution
- SEO, AEO (Answer Engine Optimization) & Content Optimization
- Campaign Strategy & Funnel Alignment
- Paid & Organic Social Strategy
- Website & Conversion Optimization
- Brand Positioning & Messaging
- Marketing Automation & Workflow Efficiency
- Performance Analysis & Optimization
- Training, Enablement & Workshops

## **PROFESSIONAL EXPERIENCE**

### **Founder | Modern by Mandy | 2017 - Present**

Lead a boutique marketing studio focused on helping service-based businesses strengthen brand presence, improve digital visibility, and convert attention into action.

- Develop integrated marketing strategies that balance brand storytelling, design, content, and search visibility across websites, blogs, and digital platforms.
- Design and optimize website content systems, including service pages, blogs, FAQs, and internal linking structures, to improve clarity, engagement, and discoverability.
- Advise clients on measuring success beyond rankings, connecting marketing performance to engagement, lead quality, and business outcomes.

### **Field Marketing Specialist | Coldwell Banker Realty | May 2022 - Present**

- Execute digital marketing initiatives including branding, website optimization, content strategy, and campaign execution to increase agent visibility and lead engagement.
- Leverage AI tools to accelerate content ideation, refine messaging, optimize SEO and AEO performance, and improve turnaround time on marketing initiatives.

- Support agents and offices with AI-informed marketing strategies, including optimized web copy, blog content, email campaigns, and social media messaging.
- Partner with branch leadership to identify marketing opportunities and deploy scalable, data-informed solutions across local and regional markets.
- Facilitate in-office and virtual workshops focused on branding, content best practices, SEO fundamentals, and emerging AI-powered marketing tools.

### **Marketing Manager | Ancona Title & Escrow | Nov 2017 - April 2020**

- Led a full company rebrand, overseeing strategy, rollout, and consistency across digital, print, and physical office environments.
- Planned and executed email, social, and brand awareness campaigns, incorporating SEO best practices and performance insights.
- Managed marketing budgets and evaluated ROI across digital campaigns, events, and brand initiatives.
- Oversaw development of marketing materials including digital assets, email campaigns, event collateral, and branded communications.
- Planned and coordinated events and community initiatives, managing vendors, timelines, and brand execution.

### **Social SEO Coordinator | DAYTA Marketing | Jan 2014 - June 2016**

- Supported development and execution of SEO-aligned social and content strategies to improve visibility, engagement, and search performance.
- Managed multi-platform social media networks with a focus on optimization, consistency, and audience growth.
- Designed and delivered an Online Reputation Management course that directly contributed to new client acquisitions.
- Partnered with the CTO to co-develop a client portal that streamlined workflows and improved scalability.

## **EDUCATION**

### **Bachelor of Science in Marketing**

St. Cloud State University, St. Cloud, MN

Honored for scholarship, leadership, and service by the National Society of Collegiate Scholars

Duda Certified Web Designer | Pragmatic Marketing Certification

Management Foundations | Communicating with Confidence