

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