

Trevor Ambroziak

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Strategic, organized, and motivated Digital Producer eager to bring 5 years of digital marketing, content management, and web design experience to cross-functional teams aiming to optimize content marketing workflows. Translates research and data into creative strategies that begin with business objectives, end with user-centered experiences, and drive efficiency along the way.

Experience

Mass General Brigham **Somerville, MA**
Digital Producer | Site Strategy Nov 2022 - Feb 2025

- Executed project tasks for seven globally-recognized healthcare sites simultaneously, including web design, copy editing, on-page SEO, and QA, each with its own CMS and point of contact
- Interfaced with Site Strategy managers and project team leads to improve workflow efficiencies, led Adobe Experience Manager (AEM) training, and updated Microsoft Office document guides
- Communicated with IT, internal stakeholders, and external partners to assign project deliverables, translate technical solutions, adjust priorities, and identify opportunities to support business goals

Facing History and Ourselves **Brookline, MA**
Web Content Specialist | Digital Operations Mar 2022 - Aug 2022

- Collaborated with project team leads to migrate over 2,254 [web](#) pages using Google Suite, Drupal CMS, and HTML to organize content while adjusting project timeline via JIRA, Slack, and Zoom
- Supported Digital Operations team with maintenance of key project artifacts by editing content templates, renaming and organizing digital assets, and locating media within the Trove archive

Family Foot and Ankle Centers, PC **Bay City, MI**
Digital Marketing Consultant | Freelance Jan 2021 - Mar 2022

- Independently developed and managed all digital marketing activity, including branding, web content creation, social media management, and QA, to successfully grow brand awareness
- Built a responsive WordPress [website](#) and implemented plug-ins to analyze performance metrics
- Drove web traffic up 162% by managing a Facebook [campaign](#) with an Average ERR of 8.1%
- Optimized social strategy by A/B testing, tracking, and scheduling posts in Meta Business Suite

Bay County Spartans **Bay City, MI**
Digital Campaign Manager | Freelance Aug 2021 - Nov 2021

- Raised \$3,094 in two weeks by using WordPress CMS, MailChimp, Canva, and Meta Business Suite to manage digital content and generate leads over web, Facebook, and email
- Created, scheduled, and reported on 28 Facebook [posts](#) with an Average ERR of 5.3%
- Coordinated with community leaders to collect and edit testimonials and other branded content

All Saints Central High School **Bay City, MI**
Marketing Coordinator | ASC Marketing Committee Oct 2019 - Dec 2020

- Researched, planned, and executed an integrated marketing campaign, including organic and paid media across OOH, web, search, and social, to help increase student enrollment by 10%
- Created a WordPress [website](#) and used Google Analytics to monitor performance and SEO
- Led a Facebook campaign that included boosted [posts](#) and Meta Ads with a CPM of \$4.21

Education

Michigan State University **East Lansing, MI**
Bachelor of Science | Advertising Management Sep 2015 - May 2019