**Garrett Box**

Austin, Texas 78665 (Available to relocate nationwide) || (832) 262-5825

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**Summary**

A highly accomplished and results-oriented specialist with an extensive record in website management, communication strategy, online marketing, legal and regulatory compliance, copywriting and editing, project management, and policy research. An enthusiastic, creative, and collaborative team member and leader, with a strong ability to work and negotiate across functions and organizational levels. An innovated and resourceful problem solver able to build relationships with diverse internal and external partners and stakeholders.

**Experience**

MERATIVE, LLC, Austin, Texas

**Junior Web Lead,** 2022-2023

* Created communication strategy for complex technological material to diverse set of audiences.
* Created and implemented global content localization for website, research documents, and legal material.
* Managed team of developers, contractors, and cross-departmental parties.
* Develop landing pages and promotional materials for webinars, email marketing, and event marketing with global audiences.
* Optimized website for loading speed and search performance.

THRIVE PET HEALTHCARE (formerly PATHWAY VET ALLIANCE), Austin, Texas

**Online Marketing Manager,** 2021-2022

* Acted as key stakeholder in consolidating recruiting, branding, design, and technical needs into content strategy.
* Spearheaded creation of new website under budget and within accelerated timeframe by syncing and analyzing data, forming new databases, and implementing multi-tiered strategy.
* Introduced, created strategy for, and implemented new tools including chatbots and online booking.
* Improved content performance and created collateral for events across medical specialties, location, and audience.

MEDIA COMPANY, Austin, Texas

**SEO Specialist and Copywriter,** 2017-2021

* Created and boosted social accounts.
* Created loyalty program and drafted plan for regulation and encouragement of SEO and copy principles as data privacy officer.
* Managed and increased online store performance and email marketing KPIs through copywriting and digital strategy.

**Freelance Work**

* Coordinated with fellow graduate students on Diplomacy Lab project, advocating for policy strategies for U.S. Embassy Helsinki.
* Participated in project for UN Global Consensus Toolkit, trouble shooting datasheets and creating digital marketing material.
* Provided pro bono work through Catchafire to non-profits in animal rescue, global education aid, and health advocacy via content and design strategy with digital and physical marketing material.

**Education**

Northeastern University, Boston, Massachusetts

**M.A., Global Studies and International Relations,** 2023

Stephen F. Austin State University, Nacogdoches, Texas

**B.A., Political Science, Minor in History,** 2016

**Computer Skills**

Microsoft Office Suite, HTML, CSS, Adobe Suite, Content Management Systems Expert, Email and Social Media Marketing Systems, Digital Analytic Systems, PC and Mac Knowledgeable