




Ciara Middleton

Marketing Associate

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Chelmsford, England, UK 

ciaramiddleton.com 

Highly qualified digital marketing strategist with four years of experience in multiple disciplines across organic, owned, and paid channels. Extensive work in analytics, social media, copywriting, and campaign management. An impact-driven individual with a proven ability to excel in new and challenging environments.

Education

Sigmund Weis School of Business at Susquehanna University

Pennsylvania, US | August, 2016 – May 2020

(B.S.) *International Business*; (Minor) *Digital Marketing*; (Minor) *Economics*

Achieved Magna Cum Laude Honors (GPA: 3.73/4.00)

Experience

Kiva Microfunds

Remote | December 2020 – November 2022

Communications Associate, Social Media and Owned Content

- Managed, monitored, and tracked the performance of 5,700+ posts across four social media accounts and achieved a net engagement rate (per impression) of 1.4%
- Supported social media strategy for 20+ marketing campaigns – built and presented cross-functional project briefs for 85% of the campaigns, created post visuals for over 60%, and led project management, performance tracking, and reporting for more than 90%
- Conducted one-on-one interviews with 10+ stakeholders across the organization including Julie Hanna, Executive Chair of Kiva's Board of Directors, Kiva lenders, borrowers, volunteers, and employees
- Wrote 15+ articles for kiva.org/blog using SEO tools Google Analytics and Semrush to drive page traffic

Center for Economics, Business & Entrepreneurship Education (CEBEE)

Pennsylvania, US | August 2019 – May 2020

External Communications Intern

- Wrote and launched email campaigns to an audience of 700+ – tracked CTR and engagement trends, leading to a 13% increase in responses
- Built a database containing 1,000+ contacts teaching business-literacy topics to local students

Magma Partners, VC Fund

Santiago, Chile | June 2019 – August 2019

Digital Marketing Intern

- Collaborated in Spanish and English with professionals spanning a dozen South American tech startups
- Wrote 45+ articles for Magma's internally-run news site, [LatAm List](#)
- Managed social media content for six accounts – Twitter Facebook and LinkedIn for both Magma and the fund's Managing Partner, Nathan Lustig. Saw net engagement rate (per impression) increase by 14% YoY.

Flight Centre, UK

New Malden, London, UK | January 2019 – April 2019

Digital Marketing Intern

- Recorded and presented an exploratory audit of desktop and mobile user experiences
- Collaborated with the Head of SEO and the Head of Performance Marketing to write optimized copy answering travelers' top five FAQs for 30+ [Airline Partners'](#) hub pages