

SHELBY FRENETTE

Digital Media and Social Media Marketing Manager



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📍 Delray Beach, Florida 33445

SUMMARY

I have a successful track record of delivering results with decades of experience in the high-end resort & cruise industry. Skilled at organic and paid digital marketing. Social media strategy is a passion along with KPI deliverables to showcase measurable growth. I understand the customer journey and how to implement curiosity marketing. I'm customer focused, with an intimate understanding of the major cruise and resort brands.

EXPERIENCE

Digital & Social Media Marketing Director

NEST Consortium TravelFun, LLC

📅 07/2019 - Ongoing 📍 Orlando, Florida

TravelFun, LLC specializes in groups of solos and singles cruises

- Launched the solo division for a travel industry leader
- Directly scaled sales to over \$250,000 in the solo division's first quarter
- Managed external agencies and partners
- Hit target KPIs and goals within budget

Social Media Campaign Manager

City of Delray Beach (Contractual)

📅 01/2021 - 03/2021 📍 Delray Beach, Florida

Mayoral re-election campaign for the incumbent mayor, Shelly Petrolia

- Increased the mayor's social reach by 500%
- Doubled the mayor's following in 60 days
- Ran a 60-day digital marketing campaign for the Delray Beach mayoral reelection campaign that led to her successful reelection

Social Media Marketing Manager

9DayDetox.Net

📅 07/2014 - Ongoing 📍 Remote

9DayDetox provides fitness and nutritional coaching and products

- Developed and launched the website for edification and recruitment
- Created training webinars and live one on one consultations
- Create video content for Facebook Live
- Specialized in evergreen Google Advertising

EDUCATION

Digital Marketing

Cornell University

Bachelor's Degree Science

University of Massachusetts

CERTIFICATION

Digital Marketing

Cornell University

Hubspot CRM

Hubspot Academy

Social Marketing Certification

Hootsuite Academy

Social Media Marketing: ROI

Lynda.com

Social Media Marketing for Small Business

Lynda.com

Digital Media Marketing

Lynda.com

Social Media Marketing for Small Business Leadership Foundations

Lynda.com

InDesign Adobe Essential Training Learning Instagram

Lynda.com

EXPERIENCE

Social Media Marketing Manager

Travel Leaders Group

📅 10/2009 - 07/2019 📍 Fort Lauderdale, FL

SinglesCruise.com is the largest singles tour operator in the World owned by the Travel Leaders Group

- Hands-on experience planning and executing all digital marketing campaigns across all marketing channels
- Manage consistent and diverse social media content calendars for Facebook, Facebook Live, Instagram, Instagram Stories, Twitter, YouTube and LinkedIn
- Manage and execute the deployment of paid campaigns across Facebook and Instagram
- Monitor Google Analytics and specialize in engaging users with interactive content, PPC campaigns and ad impressions
- Represent brand via LIVE radio and FB Live broadcast

Lead Cruise Director

Carlson Wagonlit

📅 10/2006 - 10/2009 📍 Fort Lauderdale, FL

SinglesCruise is the largest singles tour operator in the World was acquired by Carlson Wagonlit.

- Tracked financials and increased profits by \$70,000.00 in two years
- Facilitated invoicing and purchasing platform for guests
- Trained staff to facilitate program and increased guest satisfaction
- High level event planning for groups 100-600 guests
- Develop cruise host guidelines and perform standard evaluations
- Create blog articles with relative content and create PR article opportunities

Wellness Division - Fitness Presenter

Canyon Ranch (Voted #1 Health Spa in the World)

📍 Massachusetts, United States

Luxury Wellness Spa

- Trained to interact with celebrities
- Taught group fitness classes
- Led fitness and health lectures

Senior and Deputy Cruise Director

Princess Cruises

📅 10/2002 - 10/2006 📍 Miami, FL

Princess Cruises is the second largest cruise line by revenue. It was previously a subsidiary of P&O Princess Cruises, and is part of Holland America Group, which controls the Princess Cruises brand.

- Excel at working with cross-functional teams and multi-national staff in a multi-national company
- Entertainment, Events Scheduling and Revenue Promotion

LANGUAGES

English

Native



French

Beginner



SKILLS

Email Marketing/Hubspot

Social Media/ Hootsuite

Paid Social/ Facebook Ads

Social Media/ Facebook Live

Social Media/ LinkedIn

Social Media/ Instagram

Social Media/ TikTok

Social Media/ YouTube

Podcasting/ Spotify Podcast

Guest Speaker/ Radio Talkshows

AWARDS



**Outstanding Affinity Group
Excellence Award Carnival Cruise
Line**



Customer Service Award



**Travel Leaders Group - Employee
of the Quarter**



**CVBT Carlson Wagonlit Vacation
Travel Award**