

# Corey Sokol

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## EDUCATION

### **Master of Science, Software Development (College of Business Administration)**

*Maryville University; St. Louis, MO*

### **Bachelor of Science, Computer Information Systems (College of Business Administration)**

*Missouri State University; Springfield, MO*

## WORK EXPERIENCE

### **Digital Strategy Manager**

September 2015 - present

*The Climate Corporation (a division of Bayer Crop Science)*

- Manage the digital strategy for The Climate Corporation in an agile software development environment which includes overseeing digital marketing such as advertising, website strategy, social media, blog content and SEO.
- Manage social networks and increasing impressions of The Climate Corporation's social media channels by up to 300%.
- Work with product marketing, sales and field marketing teams to develop a digital communications plan which announces the new releases of our software to the public.
- Collaborate with the Climate Security Office, DevOps and Engineering teams on a plan to rebuild The Climate Corporation website and determine the best, and most secure hosting methods.
- Managing the re-design of The Climate Corporation's website to establish that they are a best in class software company in digital agriculture.
- Create infographics for use on The Climate Corporation website, social media channels, press releases, sales meetings and internal uses within the company.
- Communicate with customers and brand followers on social media to ensure they are engaged with the brand and receive immediate help for questions on the product.
- Working with the Data and Analytics team to export customer information based on usage of The Climate Corporation's FieldView platform to target them through digital ads to stay engaged with the app.
- Perform an SEO audit of the website to ensure that keywords on the website are updated with the most recent version of the product.
- Work with external agencies to establish messaging and page design, and refresh campaign pages promoting The Climate Corporation's FieldView platform.
- Create interactive and engaging content in house to be shared on social media.
- Work with various teams within the company, such as product managers and product marketing managers to create compelling product content to be shared on social media and to share stories looking into the science behind our products as well as relevant seasonal content.

### **Web Content Manager**

July 2013 - September 2015

### **Web Content Specialist Contractor at Monsanto**

February 2012 - July 2013

*Monsanto (Corporate Engagement Digital Marketing Team)*

- Managed Monsanto's global corporate website strategy, as well as maintaining ownership of more than 30 Monsanto corporate web properties.
- Worked with global colleagues on building new country websites and redesigning out-of-date Monsanto websites in order to align with corporate branding.
- Created custom coded websites that highlight feature content, including a custom built Discover Monsanto campaign website for China.
- Designed custom built web pages that contain the latest innovative web technologies, along with the best coding and SEO practices, such as implementing a true mobile first approach to web design and international SEO targeting.

- Managed global website SEO by implementing best practices and understanding global SEO practices for search engines such as Baidu and Yandex resulting in higher web traffic and search engine rankings.
- Managed the international websites for the global Discover Monsanto campaign.
- Member of a monthly local and global content board to determine content strategies that help to tell the company stories through various digital platforms.
- Created engaging content to be used on company websites and social media, such as interactive content and infographics that have helped to drive website growth and visibility.
- Worked with teams within the corporate marketing department to develop digital strategies surrounding public issues the company may be facing.
- Managed digital assets such as videos and images as well as the analytics accounts for the global corporate websites.
- Worked with global colleagues on setting up social media accounts and developing a social media strategy.
- Managed paid Facebook campaigns highlighting company messages that targets users based on interests.
- Consistently worked with cross-functional teams and organizations on managing projects to ensure the project is done efficiently.
- Perform cyber security analysis of websites and help build and execute a strategy to combat cyber threats with the internet security team.
- Updated content on Monsanto's U.S. site to ensure the content is structured to meet the goals and functionality for the company and its products.
- Built out full web pages for Monsanto that include content, video, and visuals such as infographics, banners, and sidebar advertisements.
- Built entire international websites for Monsanto's global initiative including banners to be used on Monsanto's home page and other various pages throughout the site.
- Utilized my knowledge of several different web applications and resources to produce pages within the specifications of company standards.
- Designer/Administrator for Monsanto's SharePoint, America's Farmers, and Monsanto Fund sites utilizing HTML, ASP, ASPX, XML, XSL, CSS, and JavaScript files.
- Coordinated projects between web communications team and IT to oversee development and implementation of technical changes to meet the team requirements.
- Conducted SEO across all Monsanto corporate websites, including America's Farmers and Monsanto Fund, which has lead to an increase in domain authority.

## ACCOMPLISHMENTS

- Monsanto Local Leadership Exchange (LLE) graduate.
- Monsanto Corporate Engagement Vine Award recipient for work on the Discover Monsanto campaign.
- Monsanto Corporate Engagement Vine Award recipient for work involved in issues management around glyphosate on Monsanto.com.
- Received the IABC Quill Award for content development on Monsanto.com.
- Increased content production on social media for The Climate Corporation and increased brand impressions by 300%.
- Created infographics for Monsanto.com that has increased average time on page and overall page views.

## COMPUTER SKILLS

- Advanced experience using Content Management Systems (CMS), including Microsoft SharePoint and Wordpress.
- Knowledge of Microsoft Office Suite programs, including Word, PowerPoint, and Excel.
- Strong experience with Adobe Photoshop, Illustrator, Dreamweaver, and Acrobat Pro.
- Proficient in HTML, CSS, JavaScript, SQL, Python, React, Pug, LESS/SASS, Express.
- Experience with hosting a cloud based application and database in Amazon Web Services (AWS).
- Familiarity with major operating systems such as Windows, Mac OSX, and Linux.
- Understanding of analytics and SEO tools like Google Tag Manager, Google Analytics, and SEO Moz.