

Elissa Fontenot

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EXECUTIVE DIRECTOR, DIGITAL & CONTENT MARKETING

Executive digital marketing leader with 15+ years of experience driving content strategy, leading ideation and innovation while managing cross-functional teams. Proven success in launching high-impact campaigns, optimizing digital ecosystems, and building brand engagement through data-driven storytelling and team alignment. Expertise in leading teams to improve performance, build online communities and customer loyalty while forging partnerships with internal and external partners.

KEY COMPETENCIES

Content marketing	Cross functional collaboration	Team leadership	Email marketing
Data analysis + reporting	Creativity	Relationship management	PPC + SEO
Online communities	Project Management	Strategic thinking	Web content strategy

PROFESSIONAL EXPERIENCE

Texas State University

April 2021 - Present

Executive Director, Digital & Content Marketing - Division of Marketing and Communication

Proven expertise in leading integrated campaigns, building digital-first content ecosystems, and elevating institutional identity through compelling narratives. Lead and mentor a high-performing team of 10 digital content professionals, aligning day-to-day execution with strategic institutional goals.

- Oversee the strategic digital content strategy for TXST's social media, emails, PPC, web, content distribution, and enterprise storytelling through videos, podcasts, and digital publications.
- Analyze and guide reports for strategy optimization for social, PPC, web, and emails.
- Develop signature campaigns from content curation to build out to distribution via email or PPC; examples include TXST 125 and Texas Water: In Depth Solutions.
- Institutions digital expert supporting trainings and resources across departments in all aspects of content marketing.
- Spearheaded a multi-platform video strategy that helped grow TXST's YouTube views by 64% and increased subscribers by 38% through Shorts, SEO optimization, and thumbnail consistency.
- Conceived and led the strategy behind Try @ TXST, a strategic YouTube/Reels series showcasing student life and organizations, amassing over 2M views and reinforcing brand voice online.
- Directed the launch of the TXST Podcast Network include 3 new original series from TXST plus the President's podcast.
- Optimize email communication for executive leadership, content distribution, and internal communications to promote division updates, presidential comms, and the distribution of content for digital stories, podcasts, and videos.

Social Summer Camp

Dec 2014 - April 2021

Account Director / Senior Digital Marketing Manager

Manage organic and paid social strategies and online communities for 17-20 B2C clients in the summer camp and education industry.

- Create digital advertising campaigns on Facebook, Instagram and Google Adwords to drive leads, website clicks, and views
- Produced over 1,300 direct leads for clients from Facebook ads and web conversions in 2018-2019 season
- Develop email marketing strategies and drip email marketing campaigns for select clients using. Journeys include emails for new leads, first-year customers, retention, alumni plus seasonal communication
- Generate relevant, original and engaging content for online communities across various social platforms
- Develop and analyze reports on digital advertising, reach, engagement, community growth and website analytics
- Intern coordinator managing daily tasks, conduct regular meetings to ensure growth, set goals and career prep

Social Distillery, Boutique Social Media Marketing Agency

Sept 2012 - Dec 2014

Social Media Manager

- Create social media strategy and generate relevant, original and engaging content for online communities across multiple social channels on five clients across B2C companies
- Execute on a X/Twitter campaign, #CrossCongress, that produced over 10K+ impressions in less than 24 hours
- Launch of social channels for local company, community growth of 3K% and 5M+ social impressions in one year
- Create and analyze monthly/quarterly reports on organic social media, website analytics, and digital ads
- Intern coordinator managing student interns' projects to ensure growth, set goals and career preparation
- Wrote blogs for Social Distillery with insight into relevant social media practices including up-to-date industry trends

EDUCATION

Texas State University

Bachelor of Arts - Public Relations

TOOLS

Google Ads, Bing, LinkedIn,

Meta Business Suite

GA4, Meltwater, Siteimprove

Dynamics, MailChimp,

Constant Contact, Autopilot

Monday.com, Wrike

Hootsuite, Sprout

CMS Platforms