



LYDIA SOMMERFELD

DIGITAL MARKETING

Contact

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GA, 30601

Education

Bachelor of Communications

Western Carolina University
2020 – 2024

skills

- Account Management
- Client Communication
- Social Media Strategy
- Paid Social Advertising
- Campaign Planning
- Creative Direction
- Content Development
- Copywriting
- Content Calendars
- Audience Targeting
- Campaign Optimization
- Performance Reporting
- Meta Ads Manager
- LinkedIn Advertising
- Conversion Tracking
- Pixel Troubleshooting
- GoHighLevel CRM
- WordPress Management
- Google Workspace
- Workflow Development
- Billing Operations
- Recruiting & Onboarding

Work Experience

2024
–
Present

LYFE Marketing | Remote

Account Manager | Billing Admin | HR

- Manage a multi-industry client portfolio, leading communication, strategy development, approvals, reporting, and ongoing campaign recommendations.
- Build monthly social media strategies, content calendars, platform-specific copy, and creative briefs for static posts, carousels, GIFs, and short-form video.
- Plan, launch, and optimize paid campaigns across Meta and LinkedIn, including audience research, creative testing, budget recommendations, and performance analysis.
- Direct creative development and translate client feedback into clear, actionable revisions for designers, editors, and internal team members.
- Troubleshoot pixels, event tracking, landing pages, and conversion setup across platforms including WordPress, GoHighLevel, Beehiiv, and Acuity.
- Turn campaign data and technical issues into clear explanations and practical next steps for clients.
- Support billing operations through reconciliations, deposits, credits, commissions, cancellation tracking, and chargeback documentation.
- Previously supported recruiting and onboarding by managing job postings, screening candidates, conducting phone interviews, building GoHighLevel hiring pipelines, and coordinating assessments.

2022
–
2024

El Patron Mexican Restaurant | Sylva, NC

Server | Bartender

- Delivered attentive service in a fast-paced environment while managing multiple customer needs, orders, and priorities.
- Communicated menu recommendations clearly, resolved concerns, and maintained accuracy and professionalism during high-volume shifts.
- Used strong observation and judgment to support guest safety and responsible alcohol service.

References

Natalie West
LYFE Marketing /
Director of Operations

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**Will provide more
upon request**