

# Veronica Finnegan

Hudson Valley, NY  
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## Experience

### Digital Marketer | Mercy For Animals

October 2022- Present. Remote

Created cohesive marketing practices, resulting in 23% increase in highly-engaged email subscribers

Maximized long-term campaign impact through comprehensive reporting and analysis, reducing email opt-outs by 47%

Informed strategy and project-managed in Asana for essential Q4 fundraising emails, driving \$111K in donations

Built highly appealing layouts in Salesforce's Pardot suite, which generated \$42.9K in merch sales by email, a 10% increase from 2022

### Communications Manager | Catskill Animal Sanctuary

December 2017- October 2022. Saugerties, NY

Managed communications team and strategy for Catskill Animal Sanctuary & associated brands

Personally produced the "Buddy The Blind Horse" rescue video:

- 153.3K views on TikTok, 475K views on Instagram, 1.5 million views on Facebook, and coverage in People Magazine online (future Buddy content reached over 14M)

Wrote and executed digital giving campaigns, bringing in \$59,000+ in online donations in the final weeks of 2021 (7% increase)

Implemented strategy leading to 176.3% increase in email opens and 26.8% increase in email click-throughs from 2021 to 2022

Grew the organization's audience organically across all platforms with minimal ad spend: 22,000 email subscribers, 163,500 Facebook followers, and 50,500 Instagram followers

Worked with leadership team to shape the organization's voice, as well as responding to global and national events on behalf of the organization

Supported Catskill's events, programs, services through website management, segmented and tested email campaigns (achieving weekly open rates of up to 55%), and media outreach

### Digital Marketing & Social Media Consultant | Matchbook Marketing

September 2017- June 2018. Remote

## Education

**B.A. English Language and Literature, B.S. Visual Art** | Pace University Magna Cum Laude  
**Copyediting Certificate** | University of California, San Diego Extension

## Volunteering

### Clinic Escort | Planned Parenthood of the Mid-Hudson Valley

February 2017- Present, Newburgh & Poughkeepsie

### Volunteer | Food Not Bombs

October 2019- Present, Newburgh