

MARIEL CARIKER

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EXPERIENCE:

Freelance Audience Development & Marketing Strategist

Boston, MA, March 2024-Present

- Collaborate with media companies to grow their video and podcast audiences (clients include Immigrantly Media, Pod People, PRX, How to Be podcast)
- Strategize and develop marketing plans for podcast and video properties
- Execute growth tactics, including cross-promotions, asset management, and analyzing data

Audience Development & Growth Marketing Manager, WaitWhat

New York, NY, January 2023-March 2024

- Managed and executed audience growth efforts for network podcasts
- Oversaw YouTube channel growth for multiple properties (helped Masters of Scale enter the YouTube Partner Program and monetize their channel)
- Organized and created paid advertising for podcast and YouTube channels for growth

Senior Associate of Multimedia Audience Growth, Morning Brew

New York, NY, December 2021-November 2022

- Managed marketing strategy for new show launches for podcasts and video
- Consulted on podcast content from an audience growth lens
- Wrote paid and organic newsletter copy to promote multimedia properties (went out in the daily Morning Brew newsletter to 4 million subscribers every day)

Marketing Coordinator of Audience Growth, PRX & Radiotopia

Boston, MA, June 2019-December 2021

- Maintained and executed year-round promotion strategy for podcasts
- Created Radiotopia social media and newsletter strategy and goals
- Identified, ideated, executed and reported on emerging platform experimentation to help podcast download goals

EDUCATION:

Bachelor of Science in Journalism, Boston University, College of Communication
Minor in Women's, Gender, and Sexuality Studies

SKILLS:

Digital marketing, creative strategy, Google Ads, SEO Copywriting, Channel account management, Video post-production, Project management, Creative writing, A/B testing

AWARDS/PUBLICATIONS:

Proud to Be: A Pride Poetry Collection from The Red Penguin Collection (2022)

Down in the Dirt Magazine: "Love and Dental Work" poem (Summer 2022)

McSweeney's: The Audio Issue (October 2021)