

MARIE DUBRAY

SOCIAL MEDIA & CONTENT CREATOR

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Social media and content creator with 5+ years across creator campaigns, short-form video, and social-first storytelling. Experienced on both sides of the creator relationship, managing brands' social presence and content, and operating as a paid creator partnering with national brands. Skilled at end-to-end content creation (scripting, capturing, editing, publishing), platform-native copywriting, and translating technical topics into clear, accessible content.

WORK EXPERIENCE

Roamr Media

Founder

2024 - Present

- Run a content studio for outdoor brands, writing SEO content that ranks #1 on Google for competitive terms, part of 150+ articles consistently ranking on page one.
- Grew two clients' organic traffic and search rankings by rewriting website copy and producing long-form, evergreen SEO blog and forum content built on keyword strategy, with numerous posts ranking on page one of Google.
- Produce product photography and manage monthly content calendars, coordinating blog, social, and on-page SEO content across clients.

Trail Co

Staff Editor

2022-2024

- Created content for two community Instagram accounts (4Runner Nation, Yota Ventures) at 200K+ monthly views combined, sourcing trending and engaging content from influencers.
- Contributed content and photography to the Cali Raised LED campaign, and was spotlighted alongside other creators across the brand's blog and social.
- Wrote two weekly editorial columns across Trail4Runner.com and TrailTacoma.com, driving traffic to the company's sites and creators' profiles.

PNW Overlanders, LLC

Founder & Content Creator (@pnw.sr5p & @pnw.overlanders)

2021 - Present

- Grew two owned Instagram accounts to a combined 5K+ followers and 43K+ monthly views at up to 4.87% engagement by creating a mix of short-form video/Reels, carousels, single-image posts, and Stories across brand and lifestyle campaigns, editing in Adobe Lightroom and Premiere Pro, and building campaign content in Canva.
- Created UGC for brand partners, producing branded content end-to-end that brands license and reuse in their own marketing, with documented results: \$34.2K in tracked sales for Rocktrix (53 orders, 21% conversion), Midland (17.1K views, 65% from non-followers), ProClip (10K views), and Overland Kings (14K views, 71% from non-followers).
- Used Instagram Insights to identify and scale a relatable content series that drove standout reach, with top posts hitting 16K–26K views
- Planned and ran a content calendar to keep a consistent posting cadence across formats and campaigns.

Sesame Communications

Social Media Specialist

2021 - 2026

- Rebuilt the company's dormant social presence across Facebook, Instagram, LinkedIn, and X, defining brand voice and a monthly per-platform content strategy that grew the audience toward its exact target buyer.
- Produced all social content end-to-end in Canva, including graphics, short-form video, scripted and voiced-over clips, carousels, and copy, publishing 6 to 10 posts a week at 2.25 to 7.4% engagement.
- Built and ran paid social for 10+ dental-practice clients in Meta Ads Manager, writing copy, designing graphic and video creative, incorporating client promotions, and running traffic, lead, and call campaigns at roughly \$0.48 CPC and 0.6% CTR.

SKILLS

Creator partnerships, creator campaigns, short-form video, scriptwriting, captions & platform-native copy, content strategy, creative briefs, trend identification, brand voice, community management, Canva, Adobe Premiere Pro & Lightroom, Meta Ads Manager, SOCi, Instagram, LinkedIn, Facebook, X, Claude, ChatGPT

VOLUNTEER

Maple Valley PONY League

Event Coordinator & Social Media Manager

2021 - Present

- Run all social media, events, and website communications, growing the Facebook page 13.6% 18K views, and launching its Instagram from scratch.

EDUCATION

Washington State University

Bachelor of Arts in Business Administration Marketing