

ABOUT ME

Developing marketing professional focused on the practice of pairing digital strategy with creative design. Demonstrated history of working in high-level sports/corporate events and the public relations industry driving client engagement that spans traditional, mobile and social channels.

Skills

Social Media Analytics*
Content Creation*
Microsoft Suite*
Adobe Creative Cloud Suite

Film/Photography*
Post Production Editing*
E-Mail Marketing*
A/B Testing*

Canva*
WordPress/Squarespace*
Google Analytics Certified
HubSpot

*Advance User

PROFESSIONAL
EXPERIENCE**IMG Marketing Manager | NA Golf Events**

Nov 2022 - Current, Palm Beach Gardens, FL

SMOAK Public Relations Marketing Manager | Account Executive

June 2021 - October 2022, Greenville, SC

- Managed a portfolio of 11 clients
 - Digital Responsibilities:
 - Designed, executed, and moderated strategic digital campaigns across all social media platforms
 - Was responsible for all digital and print ad creation
 - Managed influencer relations
 - Conducted competitive market research and benchmarking to further understand the target audience, positioning, and goals
 - Lead monthly client scorecard reviews focused on analytics
 - Planned and executed monthly content creation in all forms
 - Event Responsibilities:
 - Developed effective event layouts and project plans; coordinated with all vendors throughout to ensure on-time delivery and execution of event life cycle
 - Produced press releases on various events and announcements
 - Designed and print promotional items

PRE-
PROFESSIONAL
EXPERIENCE**TOP Organic Project Digital Marketing Intern**

Dec - May 2021, Greenville, SC

- Created a comprehensive social media strategy for this Duxbury, MA start-up company marketing organic hygiene products
- Edited and produced videos created to establish core messaging, still in use

DTGVL Marketing and Sales Specialist

May-Aug 2020 Greenville, SC

- Executed branding and marketing skills to help launch a startup concept in a local market
- Designed digital promotions for sales presentations to over 500 potential investors
- Position required strong communication, presentation, and negotiating skills to gain new clients
- Signed over 10 clients in 4 months

European Health Management Assoc. Com & Events Assistant (full time intern during school)

Jan - May 2020, Brussels, BE

- Selected social media team member for annual world health conference
- Managed content for monthly newsletter and IT support for website
- Analyzed and presented qualitative data from European stakeholders regarding primary health priorities
- Performed outreach to current and potential members and event attendees on behalf of EHMA

Sports Marketing Event Execution IMG & BdGlobal

May 2019 - August 2019

- Experience in managing event components for the PGA, LPGA, USTA, and NCAA involving sponsor contractual obligations, transportation logistics, volunteer management, and marketing

EDUCATION

Furman University **Bachelor of Arts**
May 2021 Cum Laude Scholar

Communication Studies