

Overview

As a specialist in marketing strategy, I excel at taking products to market by focusing on intuitive customer journeys and establishing strong, well-documented company processes.

Skill Set

Current on Facebook and Instagram marketing through Business Manager
Google Ads campaign research, trafficking, and conversion analysis
Search Console Management
Tag Manager Setup and Google Data Studio Reports
SEO/SEM marketing paid and organic
Organic SEO, including meta optimization & backlink strategy
Adobe Products (XD, Photoshop, Illustrator, InDesign, Premiere Pro, After Effects)
Prior experience developing in PHP, CSS, JS, HTML
Agile methodology experience
Experienced with CRMs such as Salesforce & Hubspot
Server setup and management of Linux environments
Microsoft Office (Word, Excel, Publisher, PowerPoint)

Experience

Digital Marketing Department Head - Morvil Advertising + Design 2013-present

- Run the companies digital marketing and development department including research, account setup and trafficking of all digital marketing including Google, Facebook Business, LinkedIn, Snapchat and Audience Network ads.
- Lead the agency's digital department and increased profit margins by 200% on projects within the first year.
- Grew the company's digital business to almost half of the total agency revenue.
- Established business development and agency processes, both internal and external.
- Championed celebrations of milestone achievements and lead company-wide SWOT meetings each year to establish goal setting.

Digital Producer - The Tombras Group 2012-2013

- Hired as the first digital department manager to create a comprehensive digital department.
- Strategized with the media department to determine the best avenues for digital marketing dollars.
- Worked with social team to create campaign strategies.
- Working with technology director and digital strategist to determine agency processes and establishing best practices in digital projects.
- Worked in tandem with the development team to spec functionality and scope requirements.

Project Manager, Developer, Digital Designer - Digital Media Graphix 2010-2012

- Coordinating team members on projects to ensure project deliverables, budgets and timelines were being met.
- Wireframe and prototype websites, applications, and digital templates focused on improving information architecture and user experience.
- Developed dynamic, cross-platform compatible, responsive websites.
- Designed, built and managed email marketing campaigns.
- Designed and developed rich-media advertising including website banners.

Promotions Print Designer - TGI Friday's 2008-2009

- Graphic design of posters and concepts.
- Responsible for all print promotions throughout the franchise including but not limited to posters, flyers, direct mail pieces, etc.
- Preflight of all graphic files in preparation for print, including print coordination and press checks.

Education

Associates - Marketing & Advertising - Cum laude Graduate, PSTCC

Bachelor of Fine Arts - Graphic Design - Cum laude Graduate, University of Tennessee

Achievements

Cape Fear Women In Tech Leadership Board

Google Analytics Certified (IQ)

American Visions Award

2 Gold Key Awards

Smithsonian Exhibition

Phi Theta Kappa Alumni