

## QUALIFICATIONS SUMMARY

Marketing professional skilled in driving and implementing marketing activities in line with strategy. Experienced generalist with skill sets in creative development, content creation, disseminating information, and internal/ external communication planning. Self-motivated with the capability to provide creative, innovative, and forward-thinking project management in a team environment while remaining focused on establishing, building and nurturing relationships to meet goals. Excellent communication, time management, critical thinking, and problem-solving skills.

## SKILLS & COMPETENCIES

• Adobe Photoshop	• Project Management	• Bilingual (English & Spanish – Advanced)
• Adobe InDesign	• Social Media Management	• Critical Thinker
• Adobe Illustrator	• Event Planning	• Problem Solver
• Microsoft Office Suite	• Web Design & Management	• Detail-Oriented

## PROFESSIONAL PROFILE

### **Business Services Specialist, Carolina Community Actions, Inc. – Head Start, Rock Hill, SC (March 2010 - Present)**

- Serve as member of Marketing Committee to assist in establishing and implementing agency marketing and communications plan
- Managed Marketing projects from beginning to end for agency's 50<sup>th</sup> Anniversary Celebration
- Develop outreach and recruitment plans and strategies to market program and increase awareness, engagement, and enrollment
- Foster and maintain relationships with community partners and health service providers, and serve as health services point of contact for over 200 families each year
- Developed key partnerships with health service providers saving the program over \$20,000 annually
- Provide support for the development and design of the agency annual report
- Craft easy-to-understand materials (messaging points, emails/ letters to staff and parents, reports) from complex information
- Coordinate events related to programs and services
- Take photographs and create videos highlighting agency history and current programs
- Arrange for completion of all recommended immunizations and physicals for Head Start Children and implemented new processes to increase completion rate from 51% to 100%
- Developed and maintain a monthly tracking form for data and referral reporting

### **Marketing Assistant (PT Contract), Giti Tire, Richburg, SC (November 2017 – August 2019)**

- Assisted in developing and executing marketing plans for employee appreciation events, job fairs, health fairs, and other events as needed
- Provided support for the development of the monthly plant newsletter and write newsletter articles
- Assisted in developing and executing the internal communications strategy and plan to engage team members, as well as monthly social content calendar
- Managed social media, including crafting day-to-day posts and responding to followers, as well as the development of a long-term social media strategy
- Managed and purchased social media ads on various platforms
- Designed and developed content for traditional print and digital communications
- Responsible for researching, tracking, analyzing, and summarizing data and trends and provided recommendations on company branding in community
- Suggested new ways to attract followers on current platforms and recommend new platforms for consideration

### **Marketing Assistant, York Technical College, Rock Hill, SC (February 2016 – June 2017)**

- Collaborated with the Marketing department to design and develop content for digital and traditional print communications for recruiting purposes
- Crafted easy-to-understand materials (messaging points, handbooks, speeches, presentations) from complex information
- Provide support as needed during meetings, trainings, workshops, seminars, functions and other events

- Work daily with other members of the Marketing department to coordinate messaging and identify proactive opportunities to share the story of the College and its students
- Created Marketing and Recruitment Plan with strategies and metrics to increase dual enrollment by at least 10%
- Provided strategic consultation and recommendations related to Dual Enrollment marketing, brand management, and potential new markets/ opportunities to internal program staff and VP of College Advancement

**Investor/ Public Relations Intern, 3D Systems, Inc., Rock Hill, SC (March 2009 - June 2009)**

- Developed and created content for social media platforms and increased social media followers by 400%
- Successfully presented Facebook Marketing Plan to CEO, which included growth projections and marketing goals and objectives
- Assisted in writing and distributing media pitches, news releases, press releases, media kits, and annual reports
- Maintained current database of media outlets for news releases and fulfilled requests for media kits
- Researched and evaluated possible marketing avenues and created subsequent marketing plans
- Supported IT department in performing website updates and maintenance and provided customer service support as needed

**Special Events Intern, City of Rock Hill, Department of Economic & Urban Development, Rock Hill, SC (May 2007 - December 2007)**

- With guidance from Downtown Marketing & Events Coordinator, planned and coordinated event logistics, local media coverage, and advertising and promotions for 20 large scale, City-sponsored events
- Secured and coordinated resources for events including security, food trucks and other vendors, parking, entertainment, emergency services, sanitation, volunteers, facility setup & breakdown, signage and other logistics.
- Accomplishments: SC Event of the Year & Best Mass Media Production – TV or Radio for ChristmasVille

**Freelancer, Masquerade Marketing & Designs, Charlotte, NC (December 2007 – Present)**

- Collaborate with clients to translate needs and vision into design
- Design and implement digital marketing strategies for clients across diverse fields to increase online visibility and conversion through digital channels
- Guide digital media strategies focused on personal branding, engagement, and community building
- Create content and manage social media monthly calendars
- Service a variety of businesses with various graphic designs from business cards to menus
- Utilize Adobe Creative Suite and Apple Macintosh hardware to deliver high quality work on tight schedules

**VOLUNTEER EXPERIENCE**

**Member, Delta Sigma Theta Sorority, Inc. (April 2005 – Present)**

- Develop artwork and layout for print and digital signage, banners, posters, publications and flyers
- Direct the creative production of printed publications
- Adhere to brand specific language and guidelines to complete projects under strict deadlines
- Create and maintain website to promote Sorority and chapter programs and activities
- Solicit proposals, works with vendors, and manage budgets, billing and contracts for goods, merchandise and services

**EDUCATION**

**Winthrop University, Rock Hill, SC**

Master, Business Administration, May 2010  
 Bachelor of Science, Business Administration/ Marketing, December 2007  
 Bachelor of Arts, Modern Languages – Spanish, December 2007  
 Certification, Non-Profit Management, May 2014