

professional experience marketing

January 2023 – August 2023

Creative Bar Concepts LLC, Tysons, VA

Marketing Promotion & Event Manager

Develop content and guide creative direction of 5 brands within Creative Bar Concepts LLC. Coach, manage and support social media/graphic design. Responsible for all design collateral, print, video, invoicing, ads, email marketing, event planning, social media, and website management. Presentations to managing partners on marketing/design trends, and leveraging all five brands under the CBC LLC. My event planning and project oversight has boosted foot traffic to our events at a rate of 20% and climbing. On average this increases daily sales by 5,000 dollars. Self-starter, strong attention to detail, directing and conceptualizing photo/video shoots.

June 2022 – December 2022

Freelance, Remote

Graphic Designer- Product

Worked for a number of clients as a graphic designer on rotating projects. Supported product storytelling through designs, signage and copy. I used this time to improve my Adobe Suite skills and learn new programs. This time allowed me to step into my next role where multi-tasking was essential and creative direction was required.

December 2021–May 2022

Guernsey Inc., Sterling, VA

360 Digital Marketing Manager- Product

Lead all aspects of the marketing department including, email marketing, social media, KPI reporting, data google analytics, website management, graphic design, campaign strategy and management, vendor relationships, special projects, and SEO. Facilitate go-to market strategy for feature releases. Collaborated with sales to maintain messaging and positioning. By securing special projects and maintaining vendor relationships, I increased overall department earnings by 50,000 dollars. Quarterly Marketing campaigns I implemented for certain vendor products resulted in an average increase of sales by 3,500 dollars (+).

June 2021 – December 2021

Better Business Bureau, Norfolk, VA

Brand Marketing Manager- Organic

**promoted to Manager from a Coordinator role within four months of hire date.*

Managed all social media campaigns for this branch and grew followership, through organic outreach

tools, on all platforms by 20%. Tasked with leading outreach and building genuine relationships through intentional events, fielded by research and local needs. Designed and delivered email marketing campaigns for in house objectives. Secured and regulated paid ads funded by local businesses within our branch community. Broadcasted interviews with other branches to facilitate vision and a common goal for the international brand. Worked on special grassroots projects to increase BBB awareness amongst all demographics.

May 2016 – April 2017

LLE Education Group, Woodbridge, VA

Experimental Marketing Specialist-Brand

Studied company objectives and implemented a program that would best target the local demographic and retain their loyalty. Successfully outlined a schedule to obtain organic marketing material that was used for website marketing, mailers, pamphlets, brochures and commercials. This marketing content directly increased enrollment for the Northern Virginia district by 15%. Managed a team of two during my time at this company.

education

Education

Christopher Newport University

Concentrations: Communication & Media

skills

-composition, color theory, and building storyboards with a selective eye
-vision oriented, digital media and storytelling through photography and other mediums
-adaptability, diligence, and relevant thinking
-project management, detail oriented, unique approach
-adobe suite, microsoft office programs, canva, sales systems

personal about me

Experienced marketing professional that specializes in understanding my audience and pivoting to their needs and culture. Managing creative and strategic sides of digital marketing. Practiced in 360 marketing and managing a department to success. Multi-tasking competing projects, taking lead on email marketing campaigns and creative direction are my strengths. I have learned to troubleshoot, be decisive and thrive with much on my plate. Strategy and organization optimize my skillset to reach a wide audience.