

Strategic Digital Marketing Leader

Innovative digital leader capable of expanding company brands across all social media platforms and global channels.

Experienced in digital and social media marketing, team leadership, and improving professionalism of teammates through training initiatives. Exude professional disposition to interact with business contacts effectively. Devoted to leveraging past achievements and expertise to craft artful storytelling, improving reputation of brands across digital spaces.

Social Media Marketing • Influencer Marketing • Customer Service • Talent Development • Brand Management & Development
Digital Marketing Campaigns • Strategy Development • Team Leadership • Business Negotiations • Project Management

Technical Snapshot: Microsoft Office, Adobe Creative Cloud, Facebook, Twitter, Pinterest, LinkedIn, Instagram, YouTube, WordPress, Falcon.io, Spredfast, Hootsuite, Social Oomph, Mobile Apps

PROFESSIONAL EXPERIENCE

LIDL US, ARLINGTON, VA

2020 TO PRESENT

SOCIAL MEDIA MANAGER

Direct the social media marketing strategy to align with weekly promotion and revenue goals. Manage the social media operations and communications team. Oversee all customer facing social media activities and campaigns for B2C initiatives, as well as marketing relationships for key internal stakeholders. Responsible for engaging new tactics, technologies, and best practices for social media management, audience growth, and data synthesis.

- ✓ **Developed a new social media and digital marketing strategy** to bolster and align with a new corporate branding
- ✓ Launched a new corporate brand identity on **all social channels**.
- ✓ Grew the overall social media followership by **over 10% in the first 5 months of tenure**.
- ✓ **Developed new standards and policies** for social media content creation, curation, and posting.
- ✓ Formed the first standing **cross-functional team meeting for all corporate social media users** (HR, PR, Marketing, and Customer Service).

ZEP, INC., ATLANTA, GA

2017 TO 2020

INTEGRATED MARKETING COMMUNICATIONS MANAGER (2020 TO 2020)

BRAND MARKETING & DIGITAL MEDIA STRATEGIST (2018 TO 2020)

DEMAND GENERATION & SOCIAL MEDIA STRATEGIST (2017 TO 2018)

SOCIAL MEDIA STRATEGIST (JAN. TO NOV. 2017)

Directed internal corporate communication activities and video production to ensure messages are consistent between CEO and senior leadership for organizational goals. Led Art Department on consumer and corporate initiatives for smooth execution, as well as development of organization-wide social media management standards, policies, and rules of engagement. Oversaw all corporate-wide social media activities and campaigns for B2B and B2C initiatives, as well as marketing relationships for key internal product categories and high revenue producing external customers to confirm successful product campaign launches.

- ✓ Exercised creativity and experience to devise and rollout company's **1st global corporate internal newsletter**.
- ✓ Composed and established company's **1st corporate-wide social media and digital content strategy** to boost visibility and traffic across all company brands and products.
- ✓ Developed, arranged, and piloted company's **1st ever annual corporate-wide employee engagement and corporate social responsibility initiative, September**.
- ✓ Rolled out and managed product sampling program surpassing goals by **+300%**.

GEORGIA ASSOCIATION OF EDUCATORS (GAE), ATLANTA, GA

2014 TO 2016

INTEGRATED COMMUNICATIONS & MARKETING MANAGER

Administered all communications and marketing activities, GAE social media pages and social strategy to engage current and potential members, and GAE brand while ensuring organization's digital impression was consistent with overall intended messaging. Fulfilled role of organization's Chief Copywriter and Editor for publications. Authored daily digital newsletter for education stakeholders regarding Georgia legislative sessions.

- ✓ Formulated and supervised launch of GAE's **1st online membership enrollment site**, www.joingae.org.

Professional Experience Continued...

- ✓ Sparked **+45%** increase in **Facebook page likes** and **25%** increase in **Twitter followers** through implementation of social growth plan and digital / social media promotion strategy, including Facebook Ads.
- ✓ Introduced GAE's **1st social media political campaign**, which reached **+72K potential voters** and **yielded strong web traffic**.
- ✓ **Editor** and **Ad Sales Manager** for KNOW Magazine, print and digital publication (*Acquired **two** new advertisers for KNOW Magazine and amplified overall revenue by 50%.*)

CNN (TURNER BROADCASTING SYSTEMS), ATLANTA, GA**2012 TO 2014****SOCIAL MEDIA STRATEGIST – PROGRAMMING & NEWS SPECIALIST (CONTRACTED)**

Governed social media pages and outlets through moderation and analytics to support overall customer service and viewer experience for Erin Burnett OutFront, Fareed Zakaria GPS, The Situation Room, CNN Student News, CNNMoney.com, Anderson Cooper 360, New Day, HLN's Jane Velez-Mitchell, and CNN International. Engaged with viewers by addressing inquiries and comments while exercising strong customer service. Amassed global social media trend reports to spot popular stories and content for CNN and HLN's editorial divisions.

- ✓ Ushered in and moderated **CNNMoney's 1st live Facebook chat**; produced **250%** in participation for **CNNMoney's 2nd live Facebook chat**.
- ✓ Published and moderated political content for CNN's social media activities during **2012 Democratic National Convention, 2012 Republican National Convention, and 2012 Presidential Election**.
- ✓ Established and supervised social media promotion strategy netting **~100K** new followers.
- ✓ Revitalized internal productivity by **spearheading department-wide training** to encourage best practices for fostering engaging social media followership.

GEORGIA COLLEGE & STATE UNIVERSITY, MILLEDGEVILLE, GA**2006 TO 2011****DIRECTOR OF ALUMNI RELATIONS (2007 TO 2011)****ASSOCIATE DIRECTOR OF ALUMNI RELATIONS (2006 TO 2007)**

Controlled all alumni-targeted social media platforms to engage constituents, increase brand and event awareness, and inspire fundraising. Outlined thorough strategy for strategic community growth and followership. Acquired and managed part-time and temporary staff and volunteers to attain specific goals affecting alumni programs. Parlayed terms for all agreements between agencies and Alumni Association.

- ✓ Amplified 2011 Alumni Weekend registration by **160%** using detailed social media marketing strategy.
- ✓ Outlined **1st social networking presence on multiple sites** and established initial guidelines and best practices.
- ✓ Stimulated **2K+** new Facebook followers within **first three months** of group launch.
- ✓ Developed, inaugurated, and marketed **1st Student Giving Campaign**, which exceeded participation goal by **10%**.
- ✓ Successfully **exceeded annual revenue projections** every year.
- ✓ Served as **Chief Operating Officer** to lead alumni programming for **Georgia College Alumni Association**.

MILLEDGEVILLE MAINSTREET/DOWNTOWN DEVELOPMENT AUTHORITY, MILLEDGEVILLE, GA**2004 TO 2005****SPECIAL PROJECTS MANAGER – INTERIM DIRECTOR**

Arranged and directed part-time and volunteer workers to complete job functions.

- ✓ **Strengthened working partnerships** between MainStreet and city officials, state agencies, merchants, volunteers, and different MainStreet supporters.

EDUCATION

BBA in International Business – Minor in Rhetoric | Georgia College & State University; Milledgeville, GA
Honors: *Most Outstanding International Business Major, Martha Sibley Leadership Scholarship & Hope Scholarship*

PROFESSIONAL AFFILIATIONS & VOLUNTEERISM

Social Media Instructor | National 4-H
Omicron Delta Kappa | Leadership Honorary Society
Delta Sigma Pi | Business Fraternity

Etiquette Instructor & Role Model | Academic Initiative for Minority Males (AIM)
Interview Coach | Milledgeville-Baldwin County Jr. Miss