

Kate Lawson

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Cell: (864) 205-5286

QUALIFICATIONS:

- 10 years of customer service experience
- Basic level of fluency with HTML/CSS/JavaScript/Filemaker 13
- 8 years of marketing/sales experience

Membership & Marketing Services | Spartanburg Athletic Club | June 2015-Present

- Create guidelines and a strategy for using social media. Build and maintain online communities. Also to be very involved in the upkeep and re-do of the Athletic Club's website as a plan is put in place. Membership Services as well as light supervisor duties. Creation and implementation of social media editorial calendar, effective tracking of all online profiles and those analytic's, writing blog posts and social media stories.

Social Media Manager | Mortgage Options, Inc. | December 2013- December 2015

- Responsible for developing strategies to increase the community on sites such as Facebook, Twitter, and Google +, Pinterest, LinkedIn & etc. Generating blog articles and social media stories, Creating outbound marketing initiatives including email marketing and general campaigns. Coordinate content strategy, optimize article language, titles, descriptions, and meta-descriptions for SEO. Track Google Analytics & Metrics. This position is a remote position.

Community Leader | Needle, Inc. | September 2014- August 2015

- Needle helps companies engage with customers in a way that builds trust and credibility, identifying customers who need help and match them with advocates who love the brand and use the products. My role is to work alongside the Community Manager to help the team achieve performance goals, provide coaching and feedback, monitor success among the team and the store involved, to grow the team, conduct interviews (was able to interview the team for Adidas- UK), and establish referral incentives.

Filemaker Developer | The Scarpetta Group | January 2015-May 2015

- Training under the Senior and Junior Developers, learning how to build custom Filemaker solutions for individual and/or business needs. Working with UI and layout design, scripting, and creating or modifying fields, calculations, tables and relationships. Learning about the Filemaker database and what makes it unique.

EDUCATION:

Chesnee High School: 2004-2008- Diploma

Limestone College: International Studies/Business- 2010-2012

ACTIVITIES:

- International Center of the Upstate- Marketing Intern- Summer 2014
- Intern at Alzheimer's Association (May 2012-October 2012)
- Mary Black Hospital Volunteer Group (2008- 2012)
- Intern & Coordinator of Special Events at Sptbg Science Center (2010-2011)
- Summer counselor for Muscular Dystrophy Association-Greenville (2011)

ADDITIONAL MARKETING EXPERIENCE

- Score 54 Golf- Assisted in creating their online presence and tracking of website traffic. (Aug 2015)
- Shark Tank (TV Show)- Production Assistant for the Day (2013)
- Nascar/Sprint- Promoted products and services from the Sprint booth at the Charlotte and Darlington track (2010-2011)
- The Music Foundation of Spartanburg- Provided assistance in raising money for the, "Hottest Ticket in Town" fundraiser. (2009)
- Was named Time Magazine's 2006 "Person of the Year" ;)

REFERENCES

Available upon request.

LinkedIn Profile: <https://www.linkedin.com/pub/kate-lawson/29/429/505>

