

EDUCATION

Certificate in Digital Marketing Analytics

Massachusetts Institute of Technology

Bachelor of Science, Business Administration

Concentration in Entrepreneurship

Appalachian State University

COMMUNITY

Board of Directors, Layers of Dignity (nonprofit)

Advisory Council, Offline Media (startup)

Founder, Vintage Young Adults (interest group)

EXPERIENCE

Campaign Manager | Valassis Digital | 2019-2020

- Developed expertise in internal proprietary platform and worked with product team to test and consult on UX, informing product changes with impact on teams nationwide
- Managed digital advertising projects with **\$200,000+ budgets working with cross functional teams** on setup, optimization, reporting and billing
- Learned Python and **wrote scripts to automate functions for the team** and interpret large data files
- Designed quality assurance system and **led implementation throughout division leading to 65% decrease in errors**

Marketing and Community Development Manager | NC State Entrepreneurship | 2017-2019

- **Facilitated custom build of internal agile software platform**, coordinating with operations team and engineers to assess and communicate needs and manage the CRM platform from build to implementation and adoption
- **Led integrated marketing strategy** with a dual focus on product launches and ongoing advertising for audiences from current and potential consumers to board members and potential investors
- Managed **website including design and UX updates, copywriting, keyword research and SEO**
- **Developed lead generation strategies** and roadmaps to guide users through products effectively
- Created reporting dashboards to **measure performance of digital campaigns** and show customer retention data
- Launched brand ambassador program **developing messaging and providing resources** for ambassadors to go out and **turn prospects into involved participants and create consumer feedback loops**
- Managed internal marketing team—on-boarding new employees, leading brand training, **guiding creative direction**, managing workloads and supporting professional development

Event and Marketing Coordinator

- Designed project management system for **20+ internal clients and managed 100+ marketing projects**, driving lead generation and system adoption across internal teams
- Tracked **website and social media analytics**, optimizing SEO, tracking KPI's and preparing regular dashboards
- Managed social media, developing editorial calendars and creating content for Twitter, Facebook, LinkedIn and Instagram

Government and Public Relations Intern | North Carolina Department of Commerce | 2016

- Scheduled classes, wrote curriculum, presented and trained over 120 employees on Microsoft Suite products
- Edited and wrote press releases, division-wide emails and articles for external publication
- Managed email marketing campaigns and designed graphics for marketing projects

SKILLS

- **WEBSITE MANAGEMENT:** WORDPRESS AND HTML/CSS
- **CONTENT CREATION:** COPYWRITING, GRAPHIC DESIGN, ADOBE SUITE, PHOTOGRAPHY, BASIC VIDEOGRAPHY
- **ADVERTISING AND ANALYTICS:** GOOGLE TAGS MANAGER, GOOGLE ADS, SEARCH CONSOLE, GOOGLE ANALYTICS, PYTHON, FACEBOOK BUSINESS MANAGER, TWITTER ADS, LINKEDIN ADS
- **SOCIAL MEDIA AND EMAIL AUTOMATION:** MAILCHIMP, INSTAGRAM, BUFFER, HOOTSUITE, MAILJET, TWITTER, LINKEDIN
- **PROJECT MANAGEMENT:** SALESFORCE, JIRA, CONFLUENCE, CELTRA, TRELLO, COWORKS
- **LEADERSHIP:** HIRING, TRAINING, COACHING, PRESENTING