

EXPERIENCE

Managing Partner | *Functional Health Center of the Carolinas* - August 2017-Present

- Design and maintain company digital presence - website design, SEO management, content creation, Google Analytics.
- Direct and develop digital advertising (Facebook, Google) strategy, including managing part time employees/contractors.
- Manage company accounting function, including bookkeeping, payroll, tax outsourcing and financial reporting analysis.

Marketing Coordinator | *Mersada LLC / Vital Benefits LLC* - March 2014-March 2020

Mersada

- Worked alongside the Director of Technology to develop and maintain company and client websites in Wordpress.
- Designed and created brochures and other marketing materials using Adobe Creative Suite.
- Guided new insurance agents through the steps required to complete the training and state exams required to become a licensed insurance agent.
- Assisted the customer service manager with the resolution of support tickets from sales associates and customers.
- Created a weekly and monthly newsletter in Mailchimp that was distributed to sales associates.

Avati Remote Tech Service

- Managed a team of 6 remote technical support employees who deployed Avati to clients.
- Developed customer service training program and raised standards for remote technical employees.
- Created sales training guide for sales associates, achieving sales growth YoY from 2014-2016.

Campus Advertising Coordinator | *Graduate Marketing, Inc.* - Summer 2013

- Called on businesses to sell advertising space on the University of Kentucky Message Board.
- Built and maintained relationships with customers.
- Practiced and enhanced my sales abilities on a daily basis.

Marketing Intern | *Ellis Park Racing & Gaming* - Summer 2012

- Assisted the marketing manager with sponsorship sales and racetrack advertising.
- Assisted in running daily contests and promotions to attract and engage race fans.
- Placed in charge of running a handicapping tournament every Saturday of live racing.
- Established and maintained Ellis Park Facebook and Twitter accounts.

EDUCATION

UNC Charlotte | *Coding & Web Development Bootcamp* - In Progress

University of Kentucky | *BA Management, BA Marketing, Minor Economics & International Business* - December 2013

SKILLS

- WordPress Website Development.
- Adobe Creative Suite - Illustrator with some Photoshop experience.
- Ability to learn new skills quickly in a fast-paced environment.
- Teamwork and leadership skills developed through school / job projects and a lifetime of sports.

CERTIFICATIONS

- Google Analytics - In Progress
- Google AdWords - In Progress
- Microsoft Office Specialist