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MANDY PURCELL

MARKETING, DESIGN + SOFTWARE ENGINEER • ST. LOUIS, MO

PROFILE

HI, I'M MANDY. I'M PASSIONATE ABOUT USING DESIGN, MARKETING + WELL INTENTIONED COMMUNICATIONS TO SUPPORT + STRENGTHEN AN ORGANIZATION'S PRESENCE + BRAND, ULTIMATELY ENSURING THEIR SUCCESS. AS AN ANALYTICAL THINKER + HIGHLY CREATIVE INDIVIDUAL I ENJOY A FAST-PACED, DYNAMIC WORKING ENVIRONMENT. ON A PERSONAL LEVEL I AM EAGER TO TAKE ON A NEW CHALLENGE IN ORDER TO PROGRESS MY CAREER FURTHER.

PROJECT EXPERIENCE

INSERT LIFTOFF PROJECT HERE?

• NOT SURE YET

WORK EXPERIENCE

MISSION: ST. LOUIS

DIRECTOR OF COMMUNICATIONS (Promoted from Coordinator, Manager, Sr. Manager)

Nov 2014-Present

- LEAD, DEVELOP, + MANAGE OVERALL MARKETING VISION, BUDGET + STRATEGY FOR ALL COMMUNICATIONS BOTH INTERNAL+ EXTERNAL
- DRIVE RESULTS THROUGH SUCCESSFUL EXECUTION OF SHORT + LONG-TERM MARKETING PLANS DESIGNED TO SUPPORT ORGANIZATIONAL FINANCIAL GOALS
- CLOSE COLLABORATOR WITH SENIOR LEADERSHIP TO DIRECT AGENCY'S COMMUNICATIONS GOALS WITH INTENSE FOCUS ON BRAND, VISION+ IMAGE
- EFFECTIVELY MANAGE COMMUNICATIONS TEAM TO MEET ANNUAL MARKETING GOALS (I.E. INCREASE SOCIAL MEDIA PRESENCE + WEBSITE TRAFFIC)
- ESTABLISH + MAINTAIN ORGANIZATION WIDE CRM SYSTEM OF 8000+ CONSTITUENTS

AMERICORPS VOLUNTEER IN SERVICE TO AMERICA (VISTA)

Nov 2013-Nov 2014

- DEVELOPED MARKETING PLAN + PROCEDURES DESIGNED TO ASSESS PERFORMANCE + IDENTIFY AREAS FOR IMPROVEMENT
- DEMONSTRATED ABILITY TO PRODUCE EFFECTIVE ADVERTISING, MARKETING AND PUBLIC RELATIONS MATERIALS
- CREATED AND IMPLEMENTED INTERNAL COMMUNICATION + TRAINING FOR BRAND MANAGEMENT THROUGH THE CREATION OF A STYLE + BRANDING GUIDE

EDUCATION

LaunchCode-St. Louis, MO - 2020

LC101 Programming Course

University of Missouri-St. Louis, MO - 2012

Masters, Elem. + EC Education SPECIALIZATION IN EXPERIMENTAL ED

Missouri State University-Springfield, MO - 2009

BS, Housing + Interior Design MINOR IN BUSINESS • SUMMA CUM LAUDE

University of Canberra-Canberra, Australia - 2008

Studies in Business + Design STUDY ABROAD

CONTACT



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GITHUB • github.com/zoelzer220

LINKEDIN: linkedin.com/in/mandy-purcell-67764889/

SKILLS

PROGRAMMING LANGUAGES

JAVA • JAVASCRIPT • HTML

DATABASES

MYSQL

ADOBE SUITE

CRM SOFTWARE

MICROSOFT SUITE

SQUARESPACE