**About Me**

Results-driven creative marketing professional with over 8 years of experience. Experience in varying forms of media and communication. Skilled in applying and developing content across platforms to achieve business goals.

**Education**

Ouachita Baptist University, *Arkadelphia, Arkansas*

BA in Mass Communication | Minor in Graphic Design, May 2021

**Experience**

*05/23 – Present* **Content Manager, American Association for Respiratory Care - *Dallas, Texas***

* Temporarily managed the Director of Media and Engagement duties during a staff shortage, demonstrating leadership and adaptability in maintaining seamless operations through Microsoft and other platforms.
* Spearhead comprehensive content management across diverse platforms, encompassing articles in WordPress, graphic design, video pre and post-production with Adobe Premiere Pro, and various multimedia elements, ensuring a cohesive and impactful brand presence.
* Deliver expert editorial, creative, and copy support to team members, contributing to the refinement and enhancement of content quality and overall team effectiveness.
* Collaborate closely with the company's marketing team to formulate and execute impactful online marketing strategies, contributing to the overall success of digital campaigns and brand promotion.
* Analyze and orchestrate streamlined content calendars to ensure precise communication alignment, optimizing content strategy for enhanced engagement and strategic goals.

*01/22 – 05/23* **Marketing Coordinator, Hill & Wilkinson General Contractors – *Dallas, Texas***

* Collaborated with the design specialist to craft physical and digital content aligned with company branding, utilizing Adobe Suite, Canva, and Google Suite.
* Provided invaluable support in developing social media content, business development items, and publications by collaborating on design initiatives through tools such as Teams, Hootsuite, and Adobe Express.
* Played a strategic role in designing proposals using Adobe InDesign and Adobe Illustrator, showcasing a proactive approach to business development. These visually compelling proposals were instrumental in securing business deals and contracts.
* Leveraged a multifaceted skill set to contribute to a unified brand image company-wide, incorporating both graphic design and video creation/editing through Adobe Premiere and After Effects to enhance overall multimedia content.

09/21 – 12/21 **Communication Associate, Pet Paradise Resort – *Plano, Texas***

* Served as a pivotal liaison to corporate marketing communication, facilitating seamless coordination and communication between teams.
* Created compelling content using Adobe Photoshop and Adobe Lightroom that aligned with company branding, spanning newsletters, press releases, Instagram, and social posts, contributing to a consistent and impactful brand image in Sprout Social.
* Used CRM systems to significantly elevate customer outreach and satisfaction by 35-45%, as evidenced by business analytics, demonstrating a strategic and effective approach to customer engagement.

**Significant Volunteer Experience**

* Social Media Coordinator & Production Team: Watermark Community Church, Aug. 2023 - Present
* Social Media Coordinator: EPIC Home School Network, Jan. 2021 - May 2021
* Campaign Assistant: Percy & Donna Malone Child Safety Center, Jan. 2021 - May 2021
* Video Specialist: Ouachita Baptist University NCAA Football Team, Jan. 2018 - May 2021
* Digital Media Assistant: Ouachita Sports Digital network, Jan. 2018 - May 2021