

## WORK EXPERIENCE

2020 - PRESENT

### UNIVERSITY OF ALABAMA AT BIRMINGHAM, COMMUNICATIONS MANAGER

- Develops strategic communication plans for a wide range of projects and initiatives
- Manages digital presence and the creation of a social media strategy to deliver integrated messages consistent with the high scientific and medical values of the institution
- Serves as comms liaison to facilitate interdepartmental collaboration; presents best practices
- Establishes positioning, identifies target audiences, and develops custom marketing plans
- Develops websites and web features in WordPress and Joomla; writes web content
- Writes content for press releases, annual reports, newsletters, magazines, web, and more
- Develops graphic designs and publication layout for magazines, infographics, flyers, social media assets, murals, billboards, signage, and more
- Produces engaging emails with targeted CTAs
- Extracts data and key insights from analytics tools to report performance across platforms
- Researches and provides channel recommendations based on scope and need
- Creates videos to promote and recap grants, events, and programs; writes video scripts; teaches software to new employees
- Plans, implements, and promotes events (virtual and in-person)
- Drives employee and community engagement through communications
- Stays up-to-date on emerging marketing/communications trends and best practices
- Makes best use of available technologies

2018 - 2020

### DIGITAL MARKETING SERVICES, INC. (DMS COLOR), MARKETING MANAGER

- Developed the marketing communications strategy
- Fully executed campaigns via paid, earned, and owned channels
- Managed creative projects and content development from concept to completion
- Transformed marketing objectives and strategies into actionable items
- Created and managed email campaigns (one-off, newsletter, and drip campaigns)
- Worked in coordination with sales to ensure alignment and maximization of lead generation
- Provided analysis and recommendations using KPI's from social platforms and web tools
- Developed test-and-learn strategies; analyzed social content in real time; optimized as needed
- Lead content development across all owned platforms
- Provide strategic direction for a recommended media budget
- Analyze and optimize ads in real-time
- Communicate the results of initiatives

2016 - 2018

### EBSCO INDUSTRIES, JR. MARKETING SPECIALIST

- Worked with corporate comms team to develop a company-wide communication plan
- Oversaw projects including the creation of websites, brochures, posters, video, and email
- Drafted timelines and project/ creative briefs
- Launched social media strategy and created engaging content across various platforms
- Tracked and reported social media metrics
- Analyzed qualitative and quantitative survey results to develop key findings
- Assisted with the creation and editing/ proofing of Voice of the Customer surveys

## WORK EXPERIENCE CONTINUED

2014 - 2015

### UNIVERSITY OF ALABAMA, PROFESSIONAL DEVELOPMENT COORDINATOR

- Created designs and print materials for the UA Sales Program's Professional Development team
- Assisted students with developing fundamental social business skills
- Collaborated with students to create customized cover letters, resumes, and social media
- Facilitated an average of 5 student meetings per week
- Managed corporate information for 12 companies
- Oversaw scheduling for 3 student employees

2014 - 2015

### CAPSTONE AGENCY, ASSISTANT ACCOUNT EXECUTIVE

Higher Education Partnership of Alabama

- Communicated with university contacts across 17 schools in Alabama
- Developed a social media plan to interact with followers leading up to Higher Education Day
- Assisted with the development and redesign of HEP's website
- Collected and wrote articles on community service initiatives throughout the state

NASCAR Campaign Pitch

- Developed and conducted research surveys to gather valuable insights to our target market
- Coordinated information exchange between client and agency to ensure needs were met
- Worked with a team of 7 people to create an innovative public relations pitch for NASCAR
- Created a \$100,000 budget for the anticipated NASCAR campaign

2014

### BASHFUL, ADVERTISING ACCOUNT INTERN

- Provided production assistance for an advertising campaign
- Attended client meetings for product selection
- Developed creative briefs and worked with creative team on design tasks
- Supported in the model/ talent selection
- Assisted with timeline creation and social media content planning
- Introduced into finance including estimate & PO creation
- Assisted in the sourcing of new suppliers and printers
- Researched competitor reviews

2007 - 2014

### MID-AMERICA INSURANCE BROKERAGE, MARKETING ASSISTANT

- Developed designs for the "Drip Postcard" marketing campaign
- Provided support to social media efforts
- Assisted in the creation of signage, circulars, mock ups, e-mail campaigns, on line promotion, etc
- Inputted raw data in proprietary database
- Prepared mass mailings
- Used communication skills to answer questions and share product information via telephone
- Consulted on marketing campaigns including messaging, audience selection, and logistics
- Assembled marketing materials for distribution

## EDUCATION

PRESENT

### UNIVERSITY OF ALABAMA AT BIRMINGHAM

Masters of Business Administration (MBA)\*  
Specialization: Marketing  
Degree In Progress\*

2015

### UNIVERSITY OF ALABAMA

Bachelor of Science (B.S.)  
Majors: Marketing and Management  
Graduation Date: December 2015

Bachelor of Arts (B.A.)

Major: Advertising  
Graduation Date: December 2015