

Professional Summary

Energetic, Passionate Advertising and Marketing Professional

Mid-level marketer with 5(+) years ad agency experience in providing strategic and creative problem solving and client communications for local, regional, and national advertising agency clients.

Areas of Expertise: strategic planning | campaign project management and implementation | social media | traditional & interactive advertising | website development | direct mail | in-store marketing | e-mail marketing | media sales | product branding | public relations

Notable Clients: Nissan | Infiniti | The Home Depot | Ebonite International | PivotHealth | Sprintz Furniture | American Advertising Federation Nashville | National Kidney Foundation of Middle Tennessee

Relevant Experience

Account Executive *Amplifier Advertising, Nashville, TN*

6/09 | 11/09

Served as the sole account executive and client liaison for Sprintz Furniture, Thomasville of Cool Springs, and Nashville Zoo. Managed social media for Amplifier Advertising and contributed to new business development.

- Developed and implemented traditional media, e-mail, and online marketing plans that met and exceeded client expectations for weekly and monthly retail campaigns; Set brand standards across all media.
- Created and executed a comprehensive social media strategy to increase visibility of Amplifier Advertising to support a rebranding effort.
- Represented Amplifier Advertising at various business, technology, marketing, advertising, social media, and digital marketing industry networking events and successfully secured business relationships.

Account Executive, Interactive *The Designory, Inc., Nashville, TN*

1/09 | 3/09

Managed interactive advertising accounts to generate online sales leads for Nissan and Infiniti brands.

- Secured quote authorizations and usage contracts of published articles from top auto industry sources for use in Infiniti's online marketing and public relations.
- Communicated with internal client teams for legal, public relations, marketing, and interactive approvals; Maintained client status report and promotional calendar.
- Reviewed wireframes, creative deliverables, keywords, and website analytics with clients; Performed quality assurance testing to ensure website functionality.

Assistant Account Executive *J&A Integrated Thinking, Brentwood, TN*

7/06 | 6/08

Assisted in managing traditional and interactive advertising accounts for: Ebonite International, PivotHealth, GroupXcel, Cambridge Investments, TPG Finance, Famous Dave's, and others.

- Analyzed competitive trends and consulted client on brand strategy in multiple product launch campaigns for Ebonite, Hammer, Columbia, and Track brands; Oversaw execution of Ebonite's \$2 million media plan.
- Managed the creation and production of marketing materials for sponsorship, special events, and fundraising projects for non-profit clients: Adventure Science Center, National Kidney Foundation of Middle Tennessee, and Make-A-Wish Foundation of Middle Tennessee.

Account Coordinator *ROI Marketing, Nashville, TN*

2/04 | 6/06

Handled national in-store signage, brochure, and catalog design projects for The Home Depot and its vendors, including: CertainTeed, Broan, Owens Corning, Louisiana Pacific, and others. Assisted in account planning and creative execution of marketing plan for Georgetown Community Hospital.

- Provided The Home Depot's merchandising department with an in-store special order fencing kiosk as a solution to multi-vendor product offerings for diverse regions.
- Set national standard for display and signage guidelines of The Home Depot's lumber aisle in creating consistent signage for lumber categories across ten suppliers.

Marketing Coordinator *North Star Destination Strategies, Nashville, TN*

10/03 | 2/04

Coordinated marketing program for business-to-business destination brand consulting services.

- Built prospect database, managed leads, and implemented e-mail marketing campaigns.
- Presented strategic destination branding recommendations for Santa Rosa, FL, Cape Girardeau, MO, and Glasgow, KY.

Professional Contributions

Co-Founder & Promotions Director *Social Media Club Nashville*

Since 2009

Co-founded a social media networking group for Nashville area professionals to engage in learning and sharing of social media business practices. Plan programs, schedule speakers, and secure event locations.

- Develop relationships with local and regional social media experts in order to bring information sharing experiences to the Nashville business community.
- Write press releases, promotional e-mails, and website copy to promote awareness of group across multiple social networking sites to recruit members and presentation speakers.

Board Member *American Advertising Federation Nashville*

Member since 2004. Board member since 2006

Volunteer roles: Communications Committee Chair, Membership Committee Chair, Public Relations Committee Chair

- Recipient of 2009 President's award for planning and facilitating an interactive rebranding and communications strategy utilizing website, e-mail marketing, e-newsletter, social networking and public relations, resulting in increased attendance to events and in online activity.
- Served as liaison for fund-raiser campaign with the Nashville Humane Association in orchestration and media placement within a \$40,000 budget constraint, providing a return of \$60,000 in media value, raising \$20,000 for ad club programs.
- Developed membership brochure and established a recruitment and retention plan, which grew membership over 15%.
- Authored press releases that generated publicity for the American Advertising Federation's 100th Anniversary Conference and set up interviews with AAF's President to promote the national ADDY Awards.

Education

Lambuth University *Jackson, TN - B.B.A., Marketing*