



WHAT I HAVE DONE

MARKETING MANAGER

ATLANTIC COAST CONSULTING, INC. • ROSWELL, GA • OCTOBER 2021 - SEPTEMBER 2022

- Developed and communicated company's brand image both internally and externally through print and digital channels such as project proposals, promotional merchandise, presentations, website, social media, fliers, brochures, blog posts, and newsletters.
- Contributed to company's business development effort to expand into new markets as a member of the executive leadership team.
- Planned and executed both in-person and online events to enhance company engagement across multiple locations and platforms.
- Implemented tools such as consumer journey maps, focus groups, brand pyramids, target personas, and competitive analyses to strategically enhance company's competitive positioning.

KEY ACCOUNT MANAGER (LEAD) & PRODUCT SPECIALIST

PROMINATE, INC. • ATLANTA, GA • JANUARY 2019 - OCTOBER 2021

- Sourced, designed, and developed innovative, on-brand promotional product, apparel, & packaging solutions for clients with \$100K+ annual spend by monitoring trends, analyzing consumer buying behaviors, & serving as first point of contact when client needs arise.
- Collaborated cross-functionally with over 5,000+ domestic and international vendors, designers, & corporate partners to identify and/or negotiate target pricing, production timelines, freight logistics, and design specifications for each new project/product.
- Managed 3 online storefronts; responsible for writing product descriptions, designing web banners & digital communications, generating product images, purchasing and monitoring inventory, and calculating all sell pricing.
- Analyzed and modified 70+ item merchandising mix on each site as necessary to meet target-driven sales goals, increase profitability, ensure compliance with client's brand standards, and support current corporate sales & marketing strategies.

BRANDING ACCOUNT COORDINATOR

JACK NADEL INTERNATIONAL • ATLANTA, GA • JUNE 2017 - JANUARY 2019

- Coordinated product development projects from start to finish, including elements of research, design, sourcing, pricing, quoting, manufacturer/client communication, and managing processes from conception through in-hands delivery.
- Created marketing resources such as project proposals, PowerPoint and Keynote presentations, purchase orders, and artwork.
- Sourced, tracked, and documented the movement of 35-50 simultaneously moving projects on a daily basis.

BRAND STRATEGY INTERN

CBX BRAND AGENCY • NEW YORK, NY • JULY 2016 - OCTOBER 2017

- Collaborated on the visual, verbal, identity, and brand architecture strategy of several brands across retail and CPG categories.
- Analyzed consumer trends & visual dynamics of competitive categories to identify white space opportunities in brand design.
- Identified key insight & led positioning strategy during the development of a new health & wellness brand (intern project).

SALES CONSULTANT

ALFRED ANGELO • ATLANTA, GEORGIA • JUNE 2014 - AUGUST 2015 & JANUARY 2017 - JUNE 2017

- Advised and maintained long-term rapport with brides, event attendees, and vendors via personal selling, email, and telephone.
- Maintained 50% conversion rate (vs. company's standard of 30%). Top-selling consultant 12/19 months employed.

OTHER THINGS I HAVE BEEN UP TO

- > Created a viral social justice campaign seen by over 39 million people via CNN, FOX, Time, and various social media outlets.
- > Honed presentation & public speaking chops by serving as Vice President of Toastmasters International (President's Club, '20 - Present).
- > Doubled anticipated proceeds for girl-powered donation concert by expanding event concept to include brand and vendor partnerships.
- > Successfully grew an online tutoring business. Subjects: Marketing, English, Writing, SAT/ACT Test Prep. 400+ hours tutored, 4.9 rating.

SKILLS I HAVE PICKED UP

Adobe Photoshop // Adobe InDesign // Canva // Keynote & PowerPoint // Project Management // Event Planning // Relationship Management // Engagement Strategy // Competitive Analysis // Positioning // Presentation Design & Pitching // Business Writing // Social Listening // Qualitative Research // Focus Group Facilitation // ESP // SAGE // Trello // Navision // Monday

WHERE I HAVE LEARNED

VCU BRANDCENTER

MS, Business
Creative Brand Management*
2015-2016

WESTWOOD COLLEGE

AA, Graphic Design
Class of 2015

OHIO UNIVERSITY

BS, Consumer Sciences
Retail Merchandising and Fashion
Product Development
Class of 2013

*The CBM curriculum combines the fundamentals of an MBA program with an added emphasis on creativity and collaboration. The track focuses on brand & product development, insight-driven strategy, and business with an innovative edge. One of two years complete.